

The City of

W

illiamsburg



Comprehensive
Plan



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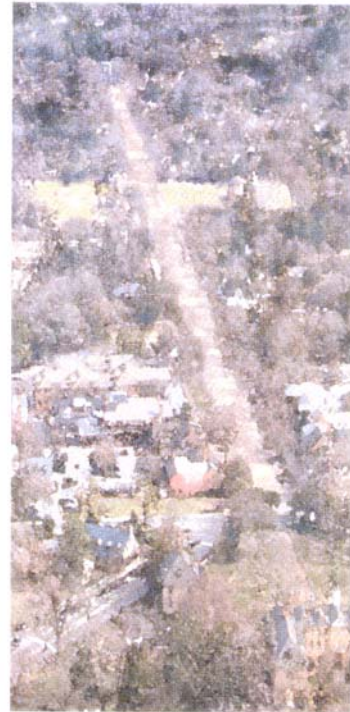
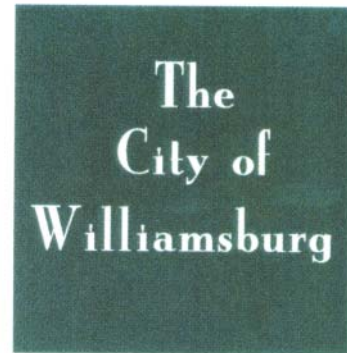
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July 9, 1998.



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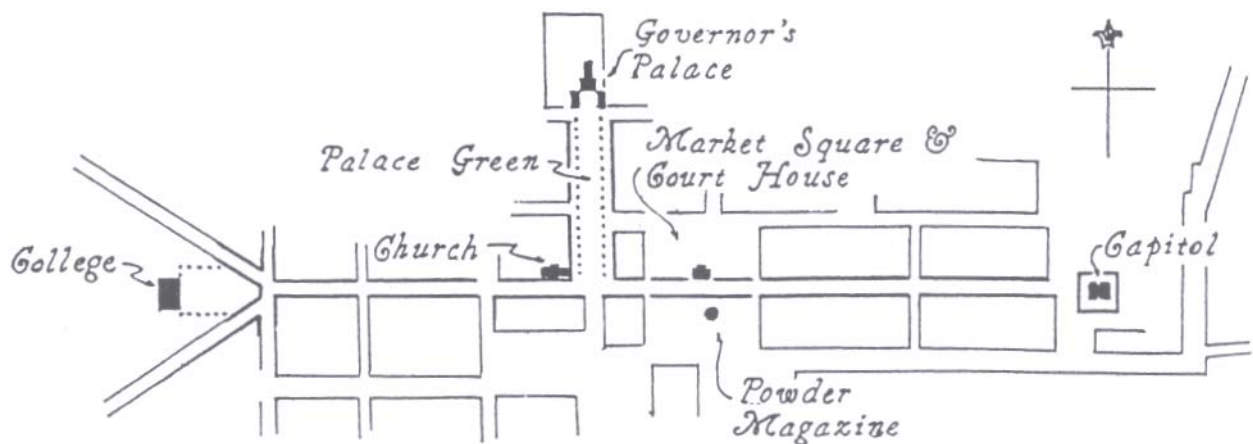
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SECTION 1: **INTRODUCTION**

The preparation of the City's fifth Comprehensive Plan represents a refinement and expansion of the work done on earlier plans. As a place of national significance, Williamsburg needs to preserve its historic center while encouraging new development of an appropriate scale and character. As with the 1953, 1968, 1981 and 1989 Comprehensive Plans, the challenge will not end with the adoption of this Plan, but will continue as the City undertakes revisions of the zoning and subdivision ordinances to implement the recommendations of the Comprehensive Plan.

Although the 1953 Comprehensive Plan was the first formal plan adopted under the procedures of State law, it was definitely not the City's first plan. Actually, the planning of Williamsburg began some 320 years earlier in 1633 by decree of the Virginia General Assembly, which designed a plan to encourage a new settlement at Middle Plantation as a defense in depth for Jamestown with high ground, better drainage, good water, and more central to the growing colony, out of the range of a ship's guns, and, perhaps, somewhat less vulnerable to plagues of mosquitos from the marshes surrounding Jamestown.

The decision to move the Capitol and establish the City of Williamsburg followed the burning of the State House in Jamestown in 1698. The 1699 act authorizing the new city provided for several features of a city plan, including street names and setback regulations. By the time Williamsburg reached its prime as the colonial capital of Virginia, it had achieved the formal organization originally intended. The sketch below is taken from the famous Frenchman's Map of 1782.



The new capital flourished for eighty-one years. Though its resident population probably never exceeded 2,000, the town would be filled to overflowing during the "Publick Times", usually in the Spring and Fall, when the Assemblies were held and the courts were in session. But the population was moving westward, and the strategic Virginia Peninsula was vulnerable to attack. In 1780, the capital moved from Williamsburg to Richmond. The removal of the capital began a period of physical decline which continued unchecked until 1926 when Mr. John D. Rockefeller, Jr., decided to fund and oversee the Restoration. The results of this decision are now familiar to millions of Americans.

The City's past Comprehensive Plans were prepared in recognition that the Colonial heart of the City could neither be properly preserved nor made conveniently accessible without careful consideration of a much wider area. In addition, when official planning work began in 1951, it was apparent that the then recent trend of growth would continue around the old City, as it has to this day. The completion of Route 199 around the western side of the City and the resulting development will add to the existing growth pressures, and will make preserving the City's character even more of a challenge than it has been in the past.

With this in mind, the 1998 Comprehensive Plan has concentrated its major effort on nine "Planning Areas" within the City, each having its own potentials for future development and redevelopment. The Plan also recognizes that as the City approaches full development, the redevelopment of land will take on a greater importance. For this reason, the 1998 Plan is the first to have a chapter devoted entirely to Economic Development, which focuses on both new development and on 15 identified Redevelopment Areas throughout the City. Also for the first time, a Housing chapter has been written, with a goal of providing an appropriate balance of housing for all City residents.

Much emphasis has been placed throughout the plan on quality urban design and sensitivity to Williamsburg's natural environment. Urban design standards have been developed, and sensitive environmental areas have been identified throughout the City. Recommendations are made in the Implementation chapter of this Plan to provide a strong relationship between this Plan and the implementation measures that will follow.

Each of the City's Comprehensive Plans has recognized that Williamsburg is unique. We have taken steps in this Plan, which must continue in future plans, to provide for orderly growth with sensitivity to both the natural and built environments. As the City prepares to celebrate its 300th anniversary, we should never lose sight of Williamsburg's place in history and should always take appropriate steps to ensure that Williamsburg does not lose its special character.



Reed T. Nester
Planning Director

SECTION 2:
GOALS FOR THE DEVELOPMENT OF WILLIAMSBURG

The City's Comprehensive Plan Goals are grouped into eight general categories. These goals are summarized below:

I. ENVIRONMENT

Protect and enhance the natural and built environment of the City.

II. TRANSPORTATION

Designs for the location, character, and capacity of transportation facilities should be compatible with the master-planned organization of land uses. Road and street plans should encourage optimal community development patterns while allowing for transit in a safe and efficient manner.

III. HOUSING

Support private, nonprofit and where possible, public opportunities for decent, safe and sanitary housing for all City residents, with an emphasis on quality planning for future residential development.

IV. LAND USE

Plan for an integrated mix of residential, commercial, and economic development uses which will provide suitable housing, shopping, tourism and employment opportunities for City residents.

V. PUBLIC SERVICES

Provide an adequate level of public services to all the people of the City of Williamsburg, while recognizing regional aspects of certain facilities and services and the need for regional planning, intergovernmental cooperation, and equitable financial participation for the jurisdictions involved.

VI. ECONOMIC DEVELOPMENT

Support and promote Williamsburg's existing tourism base while exploring other economic development opportunities to expand employment and revenue bases throughout the City.

VII. IMPLEMENTATION

Implement the objectives, plans and strategies of the Comprehensive Plan by updating and strengthening zoning, subdivision and site plan controls. Stress a stronger design ethic and promote greater accountability within the private sector to achieve the most appropriate scale, form, function and density of new development.

SECTION 3: **POPULATION**

Composition

The 1990 Census and State statistical data reflect the unique demographic, social and economic characteristics of the people who live within the City of Williamsburg and its surrounding counties. The City's population, which was estimated at 12,100 in 1995, can be characterized by a concentration of college students and retirees, and a relative lack of families with children. Within the City of Williamsburg, the population is highly concentrated within two age groups: the college age group (18-24) comprises 48.3% of the total population, while 11.9% were 65 or older.

The older population constitutes an even more significant segment of the City's residents when analyzing the character and composition of full time City residents. The 1,395 persons who are 65 or older make up more than 20% of the City's approximately 6,000 non-student population. This concentration is much higher than the regional (9.0%) and State (10.7%) norms. This sector will continue to grow due to the nationwide aging of the "baby boom" generation and the renowned quality of life which will attract retirees to the Williamsburg area in increasing numbers.

Household Size

The average size of households in Williamsburg is much smaller than those of its suburban neighbors: the 1990 Census computes the average household size for the City to be 2.11 persons, 2.60 for James City County and 2.90 for York County. These regional deviations are to be expected based on the previously described age group characteristics that are concentrated within Williamsburg. According to the Census, older residents make up the majority of the two person households--the husband and wife segment, and some of the one person households--the surviving spouse segment. Many of the remaining one and two person households within the City are comprised of apartment and townhouse dwellers who are students at the College of William and Mary. While the College provides dormitories for the majority of its students, it does not currently house or plan to provide a place to live for all of its students. William and Mary presently houses 4,300 of its 7,765 students, which leaves 3,465 living in the urban area or on its fringe. Consequently, many of the affordable apartments in the City are rented by students, evidenced by the 2.0 persons per household of renter occupied units within Williamsburg.

Household Income

Household income is the total income of all wage earners who live within a household. In most cases, this income level controls the level of retail spending patterns as well as the type and quality of housing a household can afford. Within Williamsburg approximately 65% of all households had incomes below the State mean of \$33,328 annually in 1990, compared to approximately 43% for James City County and 42% for York County. The concentration of lower earnings within Williamsburg can also be attributed to students who work part-time at most, and retirees who typically receive only social security and pension payments.

Resident Commuting Patterns

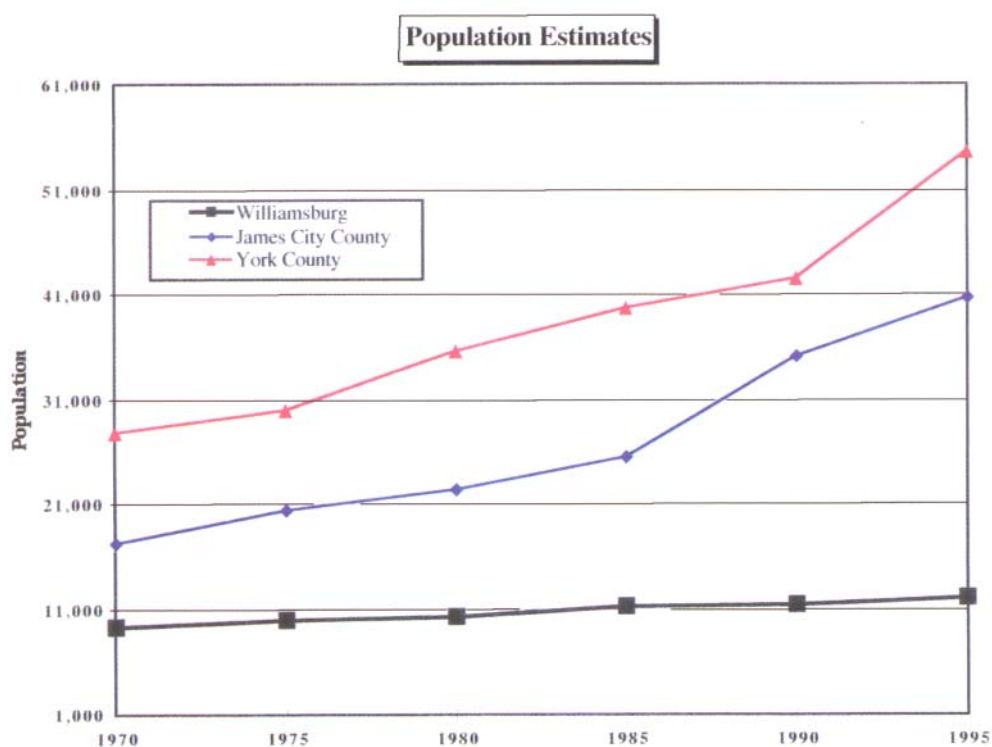
An analysis of commuting patterns in the area clearly points to Williamsburg as the employment center of the three jurisdiction region. Of the regional work force, 29.1% (12,784) travel to businesses in Williamsburg, making it the largest provider of employment opportunities in the region.

Williamsburg and the Region
1996 Population Estimates

Locality	Revised Census	1990	1991	1992	1993	1994	1995	1996
Williamsburg		11,409	11,600	11,700	11,900	11,900	12,100	11,900
James City Co.		34,970	36,200	37,200	38,300	39,600	40,700	42,500
York County		42,434	44,700	47,200	50,400	52,700	54,500	55,100
Region		88,813	92,500	96,100	100,600	104,200	107,300	109,500

Source: 1996 Population Estimates for Virginia Localities

Provided by Weldon Cooper Center for Public Service, the University of Virginia



SECTION 4: **ECONOMY**

Characteristics

Williamsburg has an economic base unique in scale and distribution to any other Virginia jurisdiction in the degree to which it relies on tourism as its major employment and revenue generating sector. The presence of Colonial Williamsburg and the numerous entertainment facilities that have spawned within the community in the past two decades have combined to create one of the most dynamic and successful tourist economies in the United States. Within this highly tourist-reliant economy, employers in the City provide a range of service-related jobs for people throughout the three jurisdiction region. Furthermore, led by the guest lodging sector, Williamsburg has developed a thriving retail environment that generates over \$27,000 in per capita retail sales, far and away the highest level for a locality in the Commonwealth of Virginia.

Williamsburg employs 16,189 persons, nearly as many as James City County (16,448) and more than are employed in York County (12,845). These urban jobs are largely concentrated in the Retail Trade (30.7%), Services (40.8%), and Government (20.1%) sectors. Tourism related services account for most of this employment: employees in eating and drinking establishments comprise well over half of the 4,975 retail jobs, while motels and lodging constitute 37.5% of the 6,613 jobs in the Services category. Finally, the Government sector is largely bolstered by the employment of the College of William and Mary. The Colonial Williamsburg Foundation is the largest employer in the City, and its Historic Area is the principal tourist attraction within the region for visitors who support the City's motels and restaurants. Approximately 3,500 persons are employed by the Foundation during the summer and 2,600 during the winter.

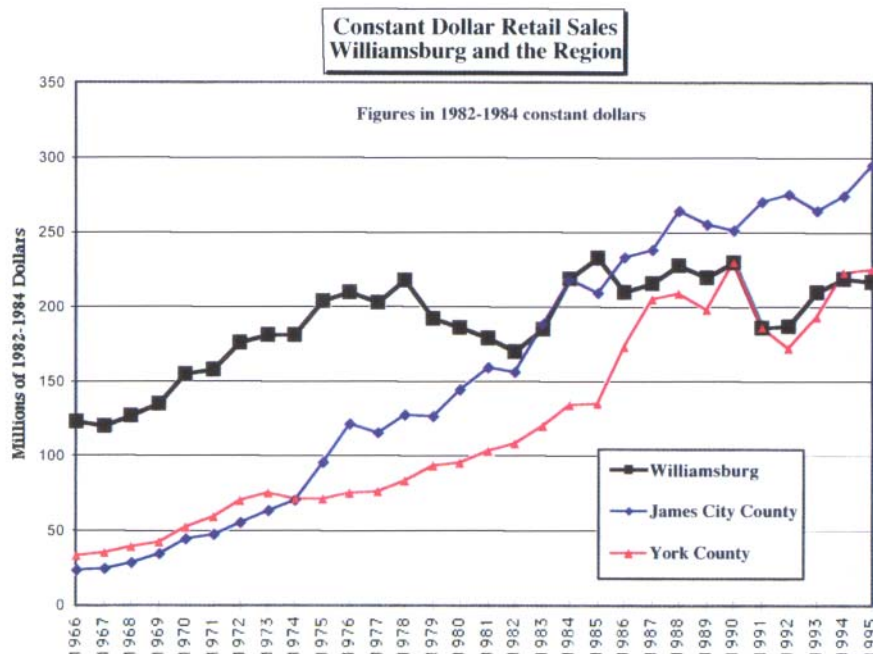
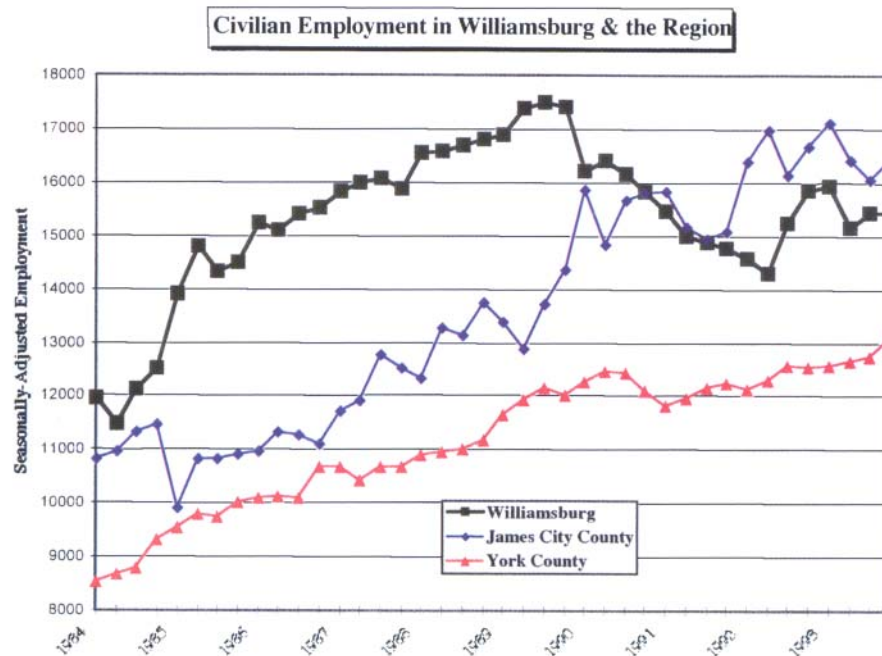
Taxable Sales

During the past decade, neighboring counties in the region have outpaced the City in retail growth and are increasing their competitive influence in many store groupings, including the General Merchandise and Apparel sectors. This trend is reflected in a simple comparison of the regional sales mix in 1985 to the totals witnessed in 1995. In 1985, Williamsburg accounted for 40% of the region's sales volume; in 1995, the City accounted for only 29%, even though it increased its per capita sales volume by nearly \$4,000 during this time period. In spite of this trend, Williamsburg clearly remains a major player in the regional retail marketplace. However, great care should be taken by the City to recognize and stay on top of the ever-changing dynamics of the market and to respond to them in an appropriate manner (ie.find and fill market niche opportunities). The City must commit itself to doing this in order to maintain its status as the economic hub of the region and a trendsetter among successful tourism-supported communities in the country.

Fiscal Capacity

Williamsburg has substantial fiscal capacity or an above average ability to raise City revenues from local sources, based on studies by the Commonwealth's Commission on Local Government using six

statewide average tax rates applied to local assessments. Williamsburg was estimated to have the capacity to generate \$1,167 in municipal revenue per person. Among localities in the Hampton Roads region, only James City Co. was estimated to have a higher capacity to generate revenue than did Williamsburg. The city's considerable volume of retail sales and along with its high value of real estate contributed importantly to the results. This high level of fiscal capacity allows the City a great deal more latitude than most of its neighbors in pursuing capital improvement projects and in implementing proactive land use planning strategies.



SECTION 5: **PROJECTIONS**

Population Projections

The main purpose of providing population projections in conjunction with the Plan is to establish a growth benchmark against which land use decisions regarding the type, mix, character and quality of development may be tested. Thus, from a comprehensive planning standpoint, it is an exercise in modeling demographic demand and real estate supply. This study focuses on those relationships for a defined planning period which extends to 2020.

Recent population projections for the City and its surrounding two counties have been prepared by both the Hampton Roads Planning District Commission (HRPDC) and the Virginia Employment Commission. In the hopes of providing the most accurate projection possible, the Plan uses both of these sources as a guide to developing future projections, relying more heavily on the HRPDC's work. The City's estimated population of 12,100 in 1995 is projected to increase to 12,564 in 2000, 13,813 in 2010, and 15,020 in 2020.

These population projections have been utilized to develop future demands for private (residential, office and industrial) and public land uses. Future residential land uses will consume between 106 and 213 acres by the year 2020. Projected demands for retail, office and industrial space will likely compete, in many instances, for the same properties. Approximately 60 to 92 acres will be required to accommodate demands for these three land use orientations during the planning period.

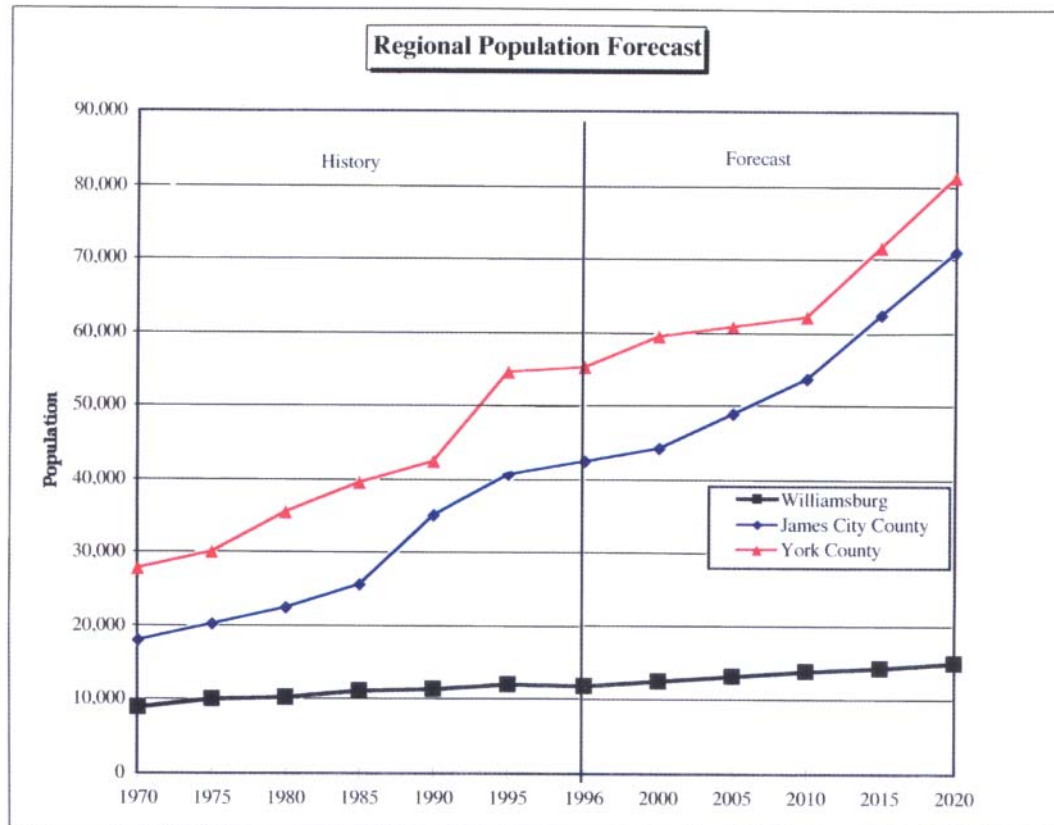
Employment Forecast

Williamsburg is projected to expand its employment base only modestly in future years. This is consistent with its projected slow increase in population and reflects the fact that the City has limited land resources for future development. According to the Virginia Employment Commission's report for the first quarter of 1996, Williamsburg provides a very attractive rate of 1.34 jobs per resident in the City. This figure is much higher than that of the overall region, which provides only 0.42 jobs per capita. Significant job expansion has taken place within the region in the past decade, however, and this trend will have to continue if the region is to sustain the projected overall population levels as projected by the HRPDC. Stated in more pessimistic terms, people simply cannot live where they cannot find jobs.

**Williamsburg and the Region
Population Projections: 1990-2020**

	<u>1990 Population</u>	<u>1995 Population</u>	<u>2000 Population</u>	<u>2010 Population</u>	<u>2020 Population</u>	<u>Ave. Annual Growth Rate</u>
Williamsburg	11,409	12,100	12,564	13,813	15,020	1.06%

Source: Hampton Roads Planning District Commission



**Williamsburg Housing Demand:
Projection
1995-201**

Planning Timeframe	Population Growth (1)	Household Growth (2) (Units)	Gross Development Area (3) (Acres)
1995-2000	464	170	28-57
2000-2010	1,249	468	78 - 156
1995-2010	1,713	638	106 - 213
Year 2010 population: Projection	13,813	Housholds:	4,288

(1) Based on Cooper Center for Public Service & HRPDC projections.

(2) Based on projected household size of 2.05 for 2000 & 2.00 for 2010-HRPDC,

Assuming 75% of population growth between 1995 & 2010 represents new households. (3) Based on average residential density of 3-6 du/ac.

SECTION 6:
THE GENERAL LAND USE PLAN

The Comprehensive Plan Process

In preparation of the 1998 Williamsburg Comprehensive Plan, the City-wide analysis of land development potential led to the division of the City into districts and corridors which have similar physical, environmental and social characteristics. These districts and corridors were classified into one of three stages of development: (1) stable, (2) infill/transition and (3) vacant/ undeveloped. The Plan's major concentration is on the infill/transition areas, vacant districts and undeveloped corridors, since these could have the most dramatic impact on the City's future. These targeted areas of the City are referred to in the Plan as "Planning Areas" and "Corridors."

Planning Areas and Corridors

Nine individual Planning Areas have been identified which have significant development and/or redevelopment potential. Detailed environmental analysis was prepared for each Planning Area to determine both its overall physical development attributes and environmental limitations for urban land uses. Specific land use recommendations have been prepared for each of the following Planning Areas:

- | | |
|-------------------------------------|----------------------|
| 1. Capitol Landing | 6. Patriot |
| 2. Center City | 7. Richmond Road |
| 3. Colonial Williamsburg Foundation | 8. Strawberry Plains |
| 4. Courthouse | 9. Wales |
| 5. Midtown | |

These nine Planning Areas constitute 2,626 acres of the City's total land area. The majority of the remaining vacant property is owned by the College of William and Mary; thus, it is not subject to City plans and ordinances. Of the 2,626 total acres in the Planning Areas, only 688 are considered as "prime developable land" and have been assigned Sub-Area status, with 1,339 acres classified as Sensitive Environmental Areas. These "less developable areas" represent approximately 51% of the total land within the nine Planning Areas under study. Existing development within the Planning Areas is relatively low, constituting only 20% of the totals.

The perception of the character and image of Williamsburg is, at least in part, the result of the impressions one gains while traveling through the outlying community and into the City. Due to their importance as entrances to the City of Williamsburg and the Historic Area, seven corridors have been targeted for future improvements. Specific recommendations have been prepared for each of the following corridors:

- | | |
|-------------------------------|-------------------------|
| 1. Richmond Road | 5. Second Street |
| 2. Monticello Avenue | 6. York Street |
| 3. Jamestown Road | 7. Capitol Landing Road |
| 4. North Henry Street/Rt. 132 | |

LAND USE CATEGORIES

The Land Use Plan assigns land use classifications which designate the optimal arrangement of land uses in the City.

Residential Categories

Williamsburg's housing stock accommodates diverse residential dwelling types and densities spanning a wide range of real estate values. In recognizing that trends of historical market demands will likely continue for a similar range and mix of housing opportunities, the Plan goals and objectives seek to encourage well designed, sensitively phased and appropriately scaled neighborhood locations for a mix of housing types.

- 1. Low Density Single Family Detached Residential** *1-3 du/net ac.*
This category includes large lot, single family detached residences which are to be organized within the context of integrated open space, recreational and environmental amenities.
- 2. Medium Density Single Family Detached Residential** *3-5 du/net ac.*
These land areas are planned for single family detached residences developed at a moderate density-typically in the range of 3 to 5 dwelling units per net developable acre.
- 3. Medium Density Single Family Attached Residential** *6-8 du/net ac.*
Townhouses, innovative cluster housing, and duplexes are to be recognized by this planning category at a density in the range of 6 to 8 dwelling units per net developable acre.
- 4. High Density Multifamily Residential** *12-14 du/net ac.*
This land use category is intended to apply to existing areas only. No new development of this type is proposed in the current Plan.

Commercial/Service Categories

The Land Use Plan has been organized to accommodate five distinct commercial retail, office and mixed use classifications. Commercial and mixed use development densities are to be governed by their Floor Area Ratio (FAR). FAR represents the ratio of total building floor area (excluding parking garages) to the net developable area of the property. Estimates of net density for these categories are based on a FAR of 0.20 to 0.25, except for the Downtown Commercial and Mixed Use categories where an FAR of 0.25 to 1.00 is to be considered appropriate.

- 1. Office** **0.20 - 0.25 FAR**
The office planning category is intended to accommodate low density transitional use between residential neighborhoods and higher intensity business uses.

2. General Commercial **0.20 - 0.25 FAR**

A mix of retail, office and service businesses are appropriate for areas designated as General Commercial. Existing development which characterizes the intent of General Commercial includes the Williamsburg Shopping Center, the Monticello Shopping Center, and the Second Street Commercial Corridor.

3. Corridor Commercial **0.20 - 0.25 FAR**

The Corridor Commercial land use classification will designate land areas on heavily traveled City collector and arterial roads for commercial and service uses primarily oriented to the automobile. This category will apply to existing and future motels, restaurants and other tourism retail uses. Residential uses are not included in Corridor Commercial.

4. Downtown Commercial **0.25 -1.00 FAR (0.30 average)**

The Downtown Commercial planning category is intended to promote business enterprise in the downtown. This category currently includes the Merchants Square area and other predominantly retail business areas adjacent to the Colonial Williamsburg Historic Area and the College of William and Mary. Continued use and adaptation of residential dwellings would be supported in the downtown commercial areas but new residential construction would not be encouraged.

5. Mixed Use **0.25 - 1.00 FAR**

The Mixed Use category is intended to provide a degree of flexibility in land uses to be developed in the Center City Planning Area. There is a need to recognize and accommodate a mix of certain compatible business and residential uses which have a lower density and more transitional characteristics than the commercial categories, and which are more compatible with surrounding residential areas.

Economic Development Category

The Economic Development planning category is designed to accommodate a range of the Plan's economic development objectives and is organized to guide primarily non-retail and service-related employment land uses within the City.

1. Economic Development **0.20 - 0.25 FAR**

The acceptable economic development uses include corporate headquarters, high technology offices, research and/or light-assembly centers, master planned mixed use employment centers with offices as the dominant land use, master planned shopping centers oriented to the local market, a multi-screen cinema complex, or a regional conference center and hotel. The intent of the Economic Development

category is to accommodate primarily non-retail employment uses in a master planned "campus" setting, with site planning emphasizing landscaping and high quality design standards. However, a major retail development such as a planned shopping center is considered an acceptable economic development use, and it is also possible that limited commercial uses could be part of an overall master planned economic development land use proposal.

Institutional Categories

The institutional categories include the Colonial Williamsburg Support, Colonial Williamsburg Historic Area and the College of William and Mary.

1. Colonial Williamsburg Historic Area

This district encompasses the Colonial Williamsburg Historic Area.

2. Colonial Williamsburg Support

The Colonial Williamsburg Support uses include a variety of commercial and industrial facilities which support the functioning of the Colonial Williamsburg Historic Area.

3. The College of William and Mary

The College of William and Mary classification identifies the major land holdings of the College of William and Mary.

Public/Recreation/Conservation Categories

The fifth general category for future land use designation is divided into three planning categories Public/Semi-Public Areas, Parks/Parkway/Recreation Areas, and Sensitive Environmental Areas.

1. Public and Semi-Public Areas

These uses include the Municipal Center, Court House, public and private schools, hospitals, churches, and cemeteries.

2. Parks, Parkway and Recreation Areas

This category encompasses parks, parkways and recreation facilities which are owned by the City, Redevelopment and Housing Authority, the Colonial Williamsburg Foundation, or the Federal Government.

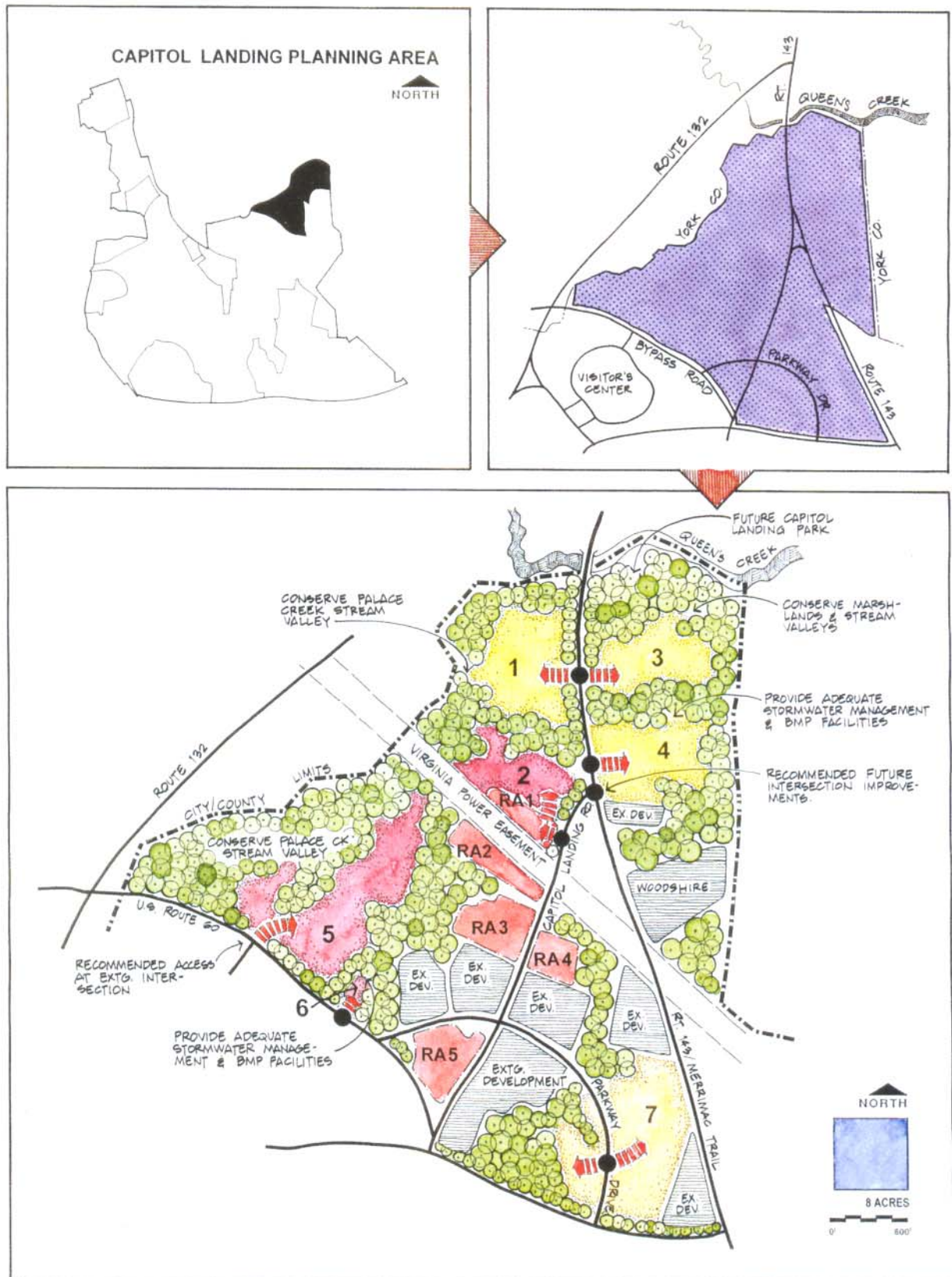
3. Sensitive Environmental Areas and Chesapeake Bay Preservation Areas

The "sensitive environmental areas" designate the lands within the City of Williamsburg which have physiographic characteristics critical to the ecological stability and water quality of the region. Development within these areas is to be strictly limited and strongly

CAPITOL LANDING PLANNING AREA FUTURE LAND USE SUMMARY

The Comprehensive Plan projects the 355 acre Capitol Landing Planning Area as an integrated, mixed use community which provides a transition from its highway related commercial uses along Capitol Landing Road to the single family homes which will border both Queen's and Palace Creeks. Future development should be designed in harmony with its picturesque surroundings in order to retain its historic significance and environmental beauty. The City should focus its efforts in this Planning Area on the construction of Capitol Landing Park and on supporting the recommended redevelopment of the Capitol Landing Road Corridor. The development of this Planning Area should provide non-tourist related employment and revenues for the City. However, the active use of these properties may not occur for many years because there are no pending development plans for the Area. In the interim, the City should encourage the creation of a master plan for the Planning Area which respects the natural environment. No development should take place until the required and extensive utility improvements are completed.

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Land Use	Density	Yield	
1	18.7	14.9	Low Density SF Detached Residential	1-3	15 - 45	du
2	9.7	8.4	Office	0.20-0.25	75,800 - 94,700	sf
3	10.9	8.7	Low Density SF Detached Residential	1-3	9 - 26	du
4	10.1	8.1	Low Density SF Detached Residential	1-3	8 - 24	du
5	23.5	21.2	Office	0.20-0.25	184,700 - 230,900	sf
6	2.3	2.1	Office	0.20-0.25	18,300 - 22,900	sf
7	17.6	14.1	Medium Density SF Attached Residential	6-8	85 - 113	du
Sub-Area Total	92.8	77.5	Estimated Totals:			
			Office		278,800 - 348,500	sf
			Low Density SF Detached Residential		32 - 95	du
			Medium Den. SF Attached Residential		85 - 113	du
Redevelopment Area						
1	4.9	2.1	Corridor Commercial	0.20-0.25	18,295 - 22,870	sf
2	3.3	2.6	Corridor Commercial	0.20-0.25	22,650 - 28,315	sf
3	3.3	2.8	Corridor Commercial	0.20-0.25	24,395 - 30,490	sf
4	2.7	1.7	Corridor Commercial	0.20-0.25	14,810 - 18,515	sf
5	6.1	3.8	Corridor Commercial	0.20-0.25	33,105 - 41,380	sf
Redevelopment Area Total	20.3	13.0	Estimated Totals:			
			Corridor Commercial		113,255 - 141,570	sf



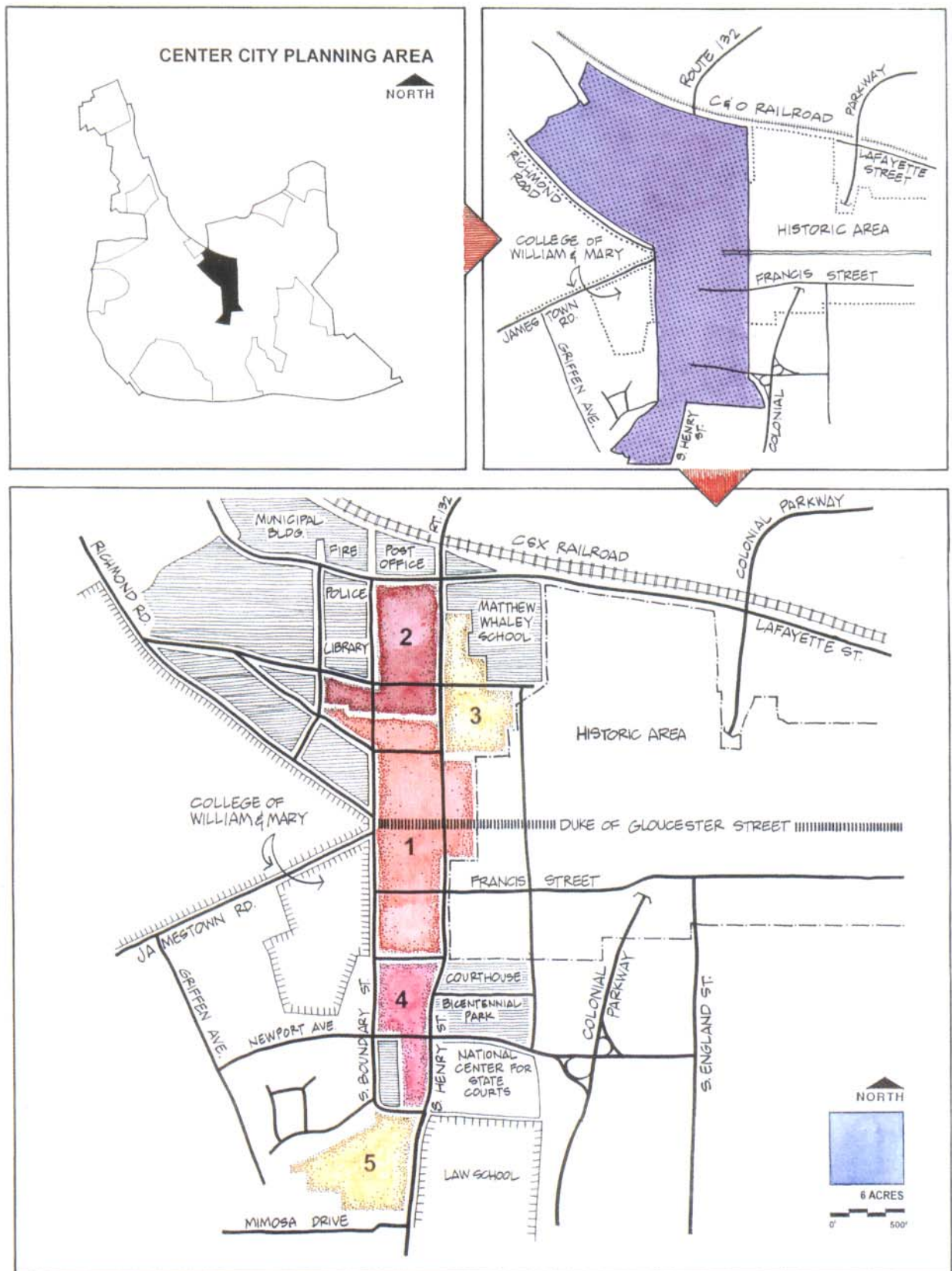
CENTER CITY PLANNING AREA FUTURE LAND USE SUMMARY

The 157 acre Center City Planning Area encompasses what is generally considered the Downtown Area of Williamsburg and serves as the retail, office and governmental heart of the community. The Area also includes logical locations for expansion and infill. Excluded from the Planning Area are the College of William and Mary campus and the Colonial Williamsburg Historic Area because they are semiautonomous planning areas in their own right. However, their interrelationships with the Center City Area are taken into account.

The Plan foresees the Center City Planning Area as an increasingly vital and active downtown area, supporting mixed uses including additional housing. The visual and historic character of the area is one of its great assets and should be protected through strong design review of new development. New infill development should respect the existing development in the Planning Area and should fit in accordingly.

The City's Municipal Center was first recommended as a logical and convenient grouping of public buildings in the 1953 Comprehensive Plan. The Municipal Center has evolved according to the principals of this earlier plan which were to group public buildings to "...make possible the more convenient transaction of public business by the citizens of the community. To a great extent, the public buildings of a city also reflect the civic pride, progressive spirit and cultural aspirations of the community." The result is based upon a coordinated plan and a continuity of architectural style and materials that make the Municipal Center a fine example of urban renewal and planning.

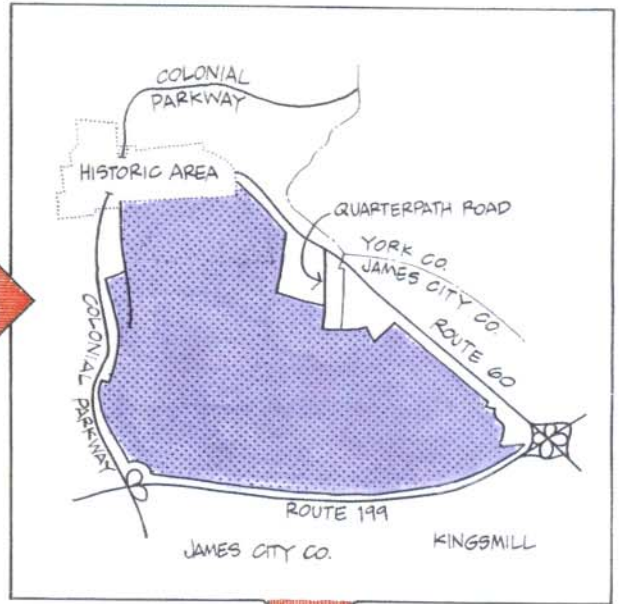
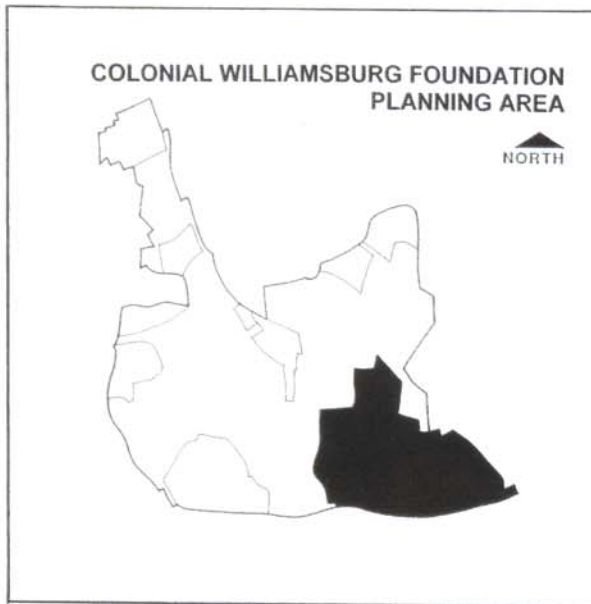
Sub-Area	Sub-Area Acreage	Net Develop- able Acreage	Recommended Use	Density	Yield	
1	22.7	4.1	Downtown Commercial	0.30	58,510 - 58,510	sf
2	10.9	2.7	Mixed Use (Residential Component)	0.30 6-8	35,427 - 35,427 39 - 39	sf du
3	6.7	1.3	Medium Density SF Attached Residential	6-8	8 - 10	du
4	6.3	1.9	Office	0.2-0.25	16,550 - 20,690	sf
5	4.5	1.1	Medium Density SF Attached Residential	6-8	6 - 8	du
<hr/>						
Sub-Area Total	51.1	11.1	Estimated Totals:			
			Downtown Commercial		58,510 - 58,510	sf
			Office		16,550 - 20,690	sf
			Mixed Use		35,427 - 35,427	sf
			Med. Den. SF Attached Residential		53 - 57	du



COLONIAL WILLIAMSBURG FOUNDATION PLANNING AREA FUTURE LAND USE SUMMARY

The 1,395 acre Colonial Williamsburg Foundation Planning Area is planned as a residential and business community which is intended to mirror the high quality of the developed Colonial Williamsburg properties. The Plan calls for the majority of the land to be allocated for Parks, Parkway and Recreation, reflecting the three existing golf courses found in the western half of the Planning Area. Low density residential uses consume a large component of the land along the developable edges of the Planning Area in the current Plan, while planned commercial and economic development uses are concentrated away from the Historic Area. The City should work with the Colonial Williamsburg Foundation to achieve the economic development potentials identified for Sub-Areas 7 and 8, since these Sub-Areas represent two of only three locations within the City's current corporate boundaries in which major economic development uses could be developed. These uses include corporate headquarters, taxgenerating institutional facilities, high-technology office/research/light assembly centers and master planned mixed-use employment centers with offices as the dominant land use. This development should occur in a phased manner in accordance with a long-range master plan developed by the Colonial Williamsburg Foundation for the entire Planning Area.

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Land Use	Density	Yield	
1	3.6	2.9	Low Density SF Detached Residential	1-3	3 - 9	du
2	11.5	9.2	Low Density SF Detached Residential	1-3	9 - 28	du
3	26.7	21.4	Low Density SF Detached Residential	1-3	21 - 64	du
4	10.7	8.6	Low Density SF Detached Residential	1-3	9 - 26	du
5	15.6	14.1	Corridor Commercial	0.20-0.25	122,800 - 153,600	sf
6	7.3	6.6	Corridor Commercial	0.20-0.25	57,500 - 72,000	sf
7	23.1	20.8	Economic Development	0.20-0.25	181,200 - 226,500	sf
8	119.4	107.5	Economic Development	0.20-0.25	936,500 - 1,170,000	sf
9	17.1	15.4	Museum Support	0.20-0.25	134,160 - 167,710	du
10	81.2	64.9	Low Density SF Detached Residential	1-3	65 - 195	du
11	7.6	6.1	Low Density SF Detached Residential	1-3	6 - 18	du
12	13.7	10.9	Medium Density SF Detached Residential	3-5	33 - 55	du
<hr/>						
Sub-Area Total	337.5	288.4	Estimated Totals:			
			Corridor Commercial		180,300 - 225,600	sf
			Economic Development		1,117,700 - 1,396,500	sf
			Museum Support		134,160 - 167,710	sf
			Low Density SF Detached Residential		113 - 340	du
			Medium Density SF Detached Residential		33 - 55	du

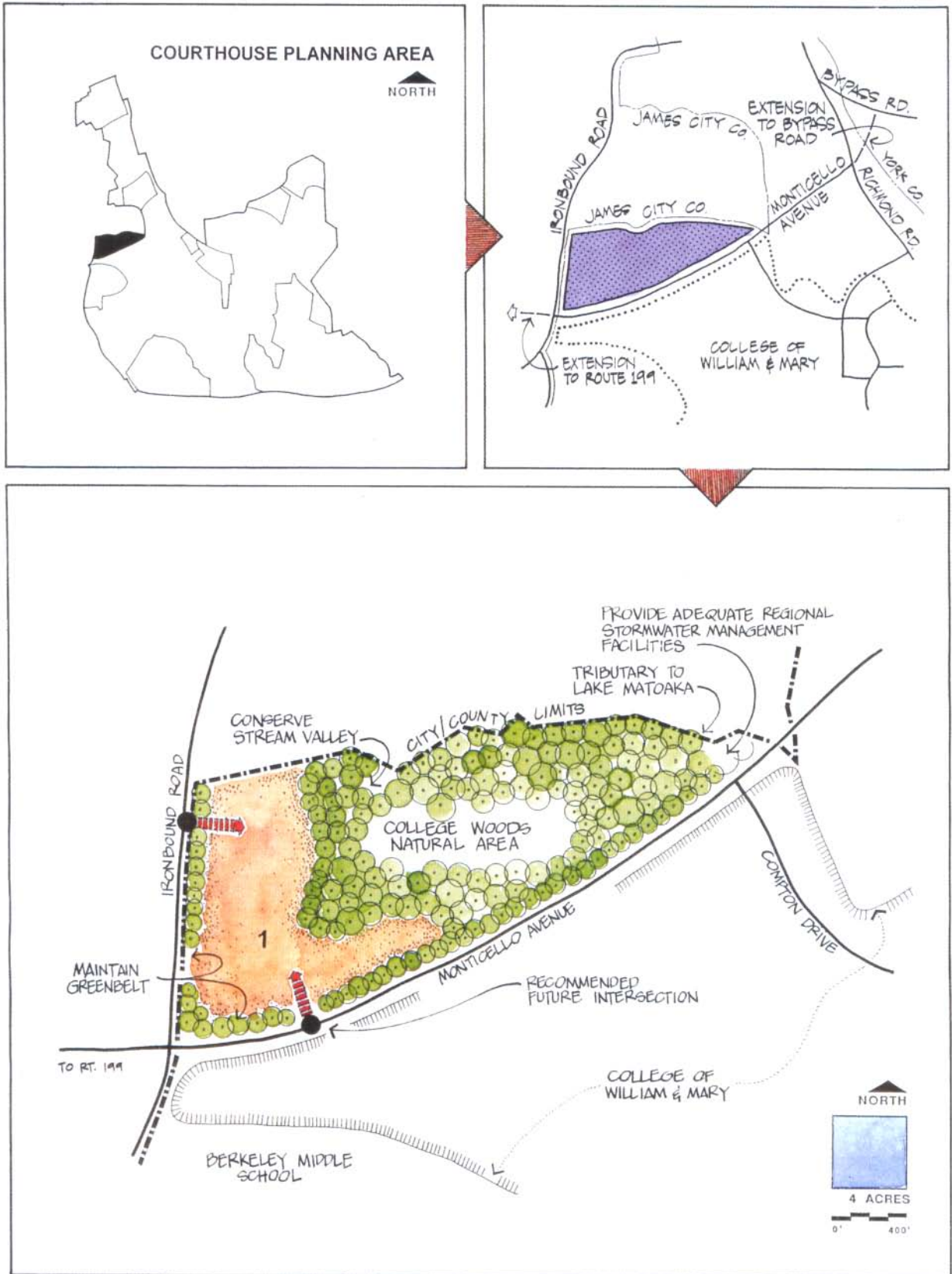


COURTHOUSE PLANNING AREA FUTURE LAND USE SUMMARY

The Plan foresees the 92 acre Courthouse Planning Area as a future employment center providing diverse employment opportunities for the citizens of Williamsburg. The Area has distinctive locational and topographic characteristics which make it a valuable asset to both the College and the City. The City encourages the preservation of the area until the College has produced a master plan for its long range development incorporating the recommended economic development uses. The Future Land Use Plan shall also respect the recommendations presented in the 1994 Natural Areas Study prepared by the Virginia Department of Conservation and Recreation by allocating the 61 acres of College Woods property that lies within the Planning Area for permanent preservation as passive open space.

The Courthouse Planning Area is one of only three locations within the City's current corporate boundaries (Sub-Areas 7 and 8 in the Colonial Williamsburg Planning Area and Sub-Areas 1 and 2 in the Richmond Road Planning Area represent the other significant sites) in which economic development land use could be best implemented. The Area has the access, utilities, acreage and environmental character to be a functional and attractive employment sector.

Sub-Area	Sub-Area Acreage	Net Develop- able Acreage	Recommended Use	Density	Yield
1	23.9	21.5	Economic Development	0.20-0.25	187,310 - 234,130 sf
Sub-Area Total	23.9	21.5	Estimated Totals: Economic Development		187,310 - 234,130 sf



MIDTOWN PLANNING AREA FUTURE LAND USE SUMMARY

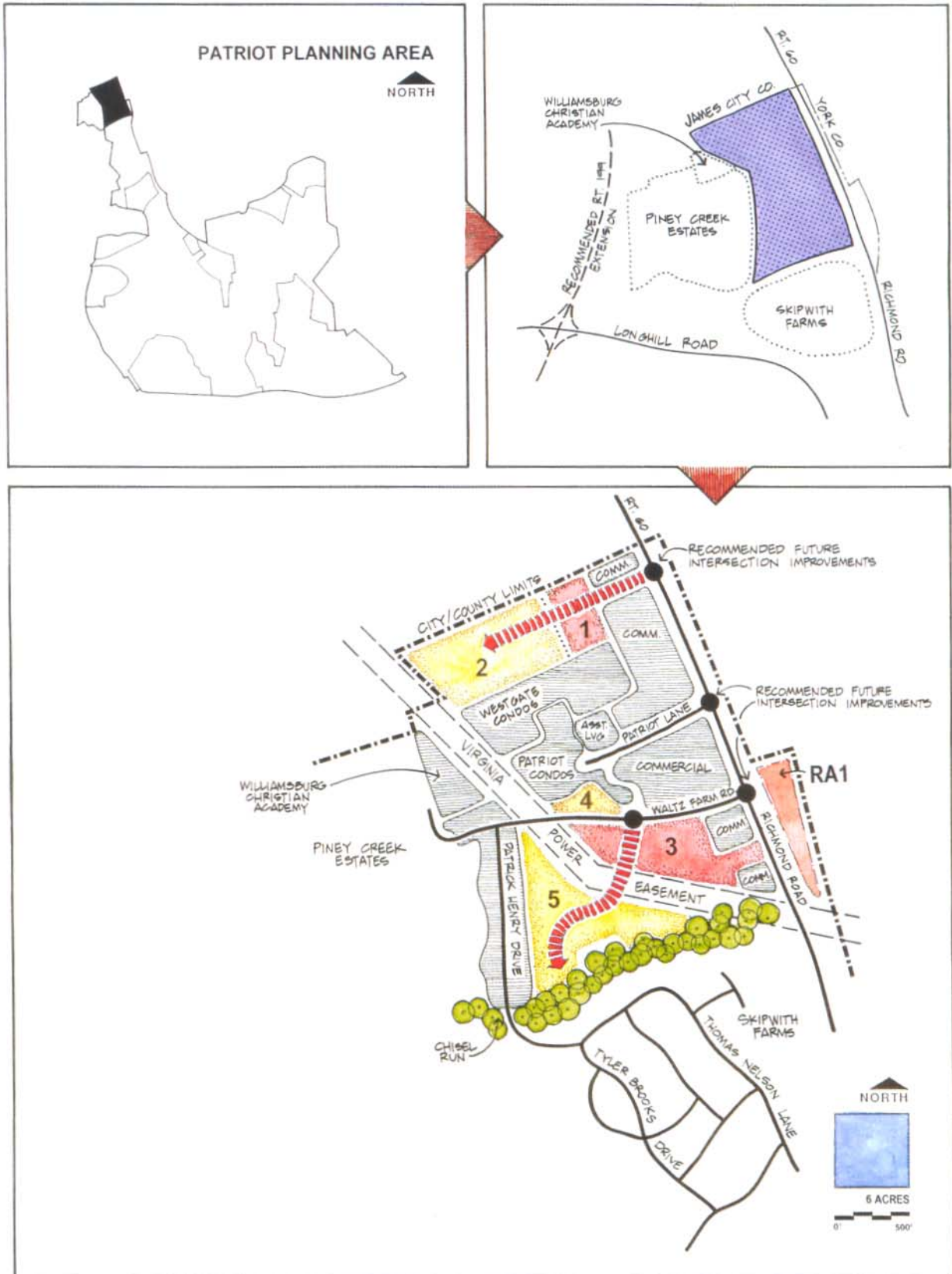
The Comprehensive Plan envisions the 99 acre Midtown Planning Area as a complex infill area suitable for low-density residential land use in a cluster subdivision and the redevelopment of several properties fronting Richmond Road. The land use approach is to recognize the existing development pattern, while planning to infill compatible future development on the vacant Casey property and to encourage the redevelopment of aging properties identified as being currently underdeveloped. The development of the Casey property will directly impact the three adjacent stable residential neighborhoods in the Planning Area. As a result, great care should be taken to insure that the future development of this Area respects the surrounding land uses and incorporates sufficient buffers where necessary in order to protect these neighborhoods. The three major ravines that are located within the Planning Area should be conserved as a system of permanent open spaces.

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	7.2	5.8	Low Density SF Detached Residential	1-3	6 - 17	du
Sub-Area Total	7.2	5.8	Estimated Totals: Low Density SF Detached Residential		6 - 17	du
Redevelopment Area						
1	2.8	0.6	Corridor Commercial	0.20-0.25	5,200 - 6,500	sf
2	2.0	0.5	Corridor Commercial	0.20-0.25	4,300 - 5,400	sf
Redevelopment Area Total	4.8	1.1	Estimated Totals: Corridor Commercial		9,500 - 11,900	sf

PATRIOT PLANNING AREA FUTURE LAND USE SUMMARY

The Comprehensive Plan envisions the 111 acre Patriot Planning Area as an integrated, mixed-use community which provides a transition from its highway related commercial uses along Richmond Road to residential uses planned to border the Chisel Run tributary. The Richmond Road frontage is recommended for corridor commercial use to complete the existing strip of tourist-related businesses. Much of the remaining vacant parcels in the Planning Area have been planned in past years for general tourist commercial use, as well. However, the development pattern of the stores along the Richmond Road corridor has rendered the rear portion of what was formerly labeled "Sub-Area 1" in the last Plan virtually useless for major commercial development because it offers no frontage and has limited visibility on Richmond Road. With the construction of several street and sidewalk improvements, this property should provide sites for low and moderate income housing, as well as both commercial development and redevelopment within the City while retaining the beauty of Chisel Run.

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	3.2	2.9	Corridor Commercial	0.20-0.25	25,260 - 31,580	sf
2	10.9	8.7	Medium Density SF Attached Residential	6-8	52 - 70	du
3	8.8	7.9	Corridor Commercial	0.20-0.25	68,820 - 86,030	sf
4	1.2	1.0	Medium Density SF Attached Residential	6-8	6 - 8	du
5	13.1	10.5	Low Density SF Detached Residential	1-3	11 - 32	du
Sub-Area Total	37.2	31.0	Estimated Total			
			Corridor Commercial		94,080 - 117,610	sf
			Low Den.SF Detached Residential		11 - 32	du
			Medium Den.SF Attached Residential		58 - 78	du
Redevelopment Area						
1	2.3	1.2	Corridor Commercial	0.20-0.25	10,400 - 13,000	sf
Redevelopment Area Total	2.3	1.2	Estimated Total			
			Corridor Commercial		10,400 - 13,000	sf



RICHMOND ROAD PLANNING AREA FUTURE LAND USE SUMMARY

The Comprehensive Plan projects the 264 acre Richmond Road Planning Area as an integrated, mixed use commercial, office and economic development community which respects its neighboring development and sensitive environmental areas. The Plan also points out the opportunity for extensive redevelopment in five areas along Richmond Road, for one bordering Lafayette Street and for the Monticello Shopping Center. Williamsburg should focus its efforts in this Planning Area on encouraging the redevelopment of these sites and on the master planning, proactive marketing and development of the City-owned Torsion property.

The development of this Planning Area should provide much needed additional employment and tax revenues for the City. However, the active use of the Torsion Property may not occur for many years because there are no pending immediate development plans for this Area, and the recommended road improvements are not yet in place. In the interim, the City should commission a detailed master plan, market study and proactive marketing strategy for the site which properly respects the natural environment. No development should take place within the Torsion site until extensive transportation and utility improvements are completed.

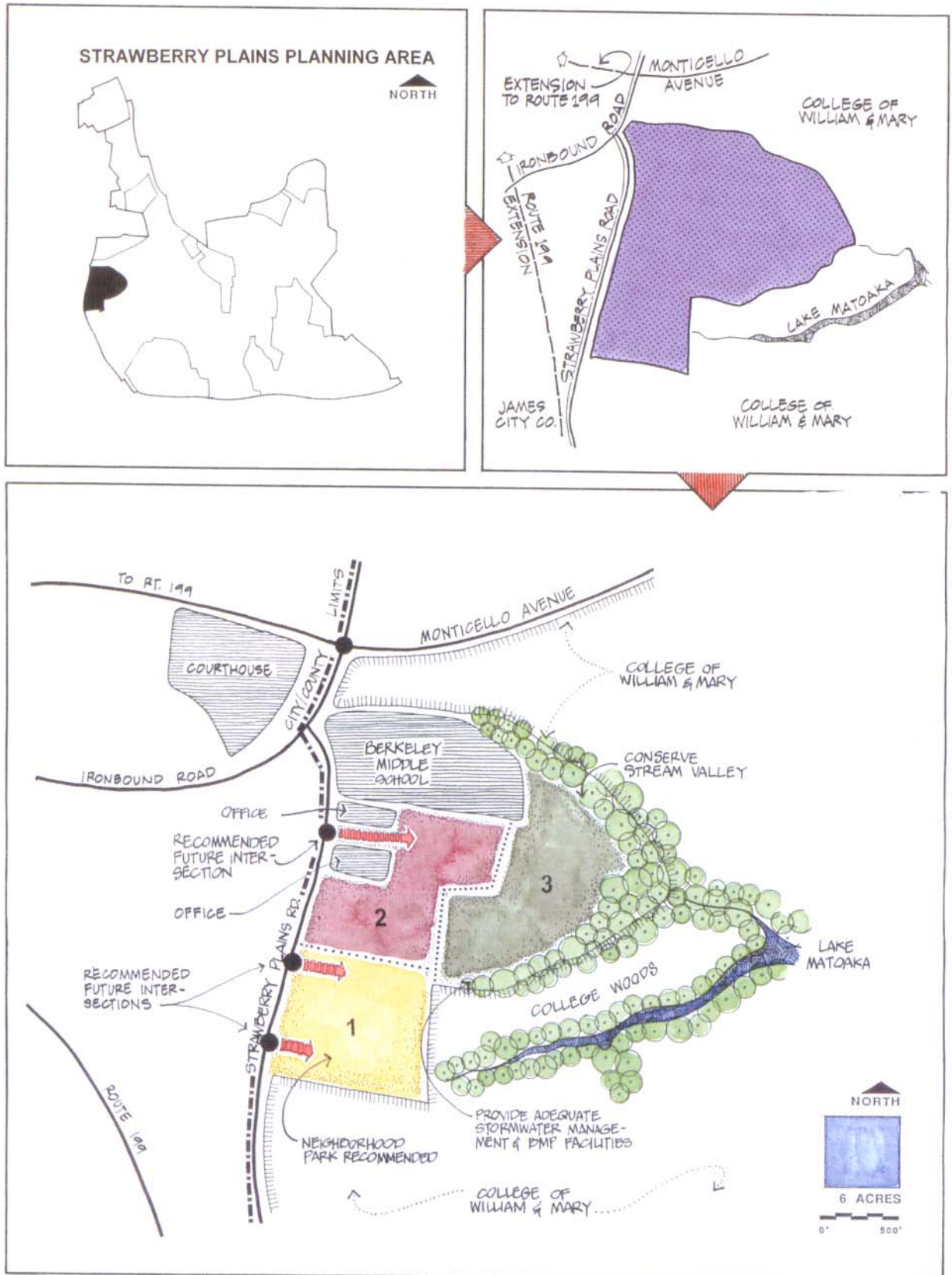
Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Net Yield
1	30.1	27.1	Economic Development	0.20-0.25	236,100 - 295,120 sf
2	3.9	3.5	Economic Development	0.20-0.25	30,490 - 38,120 sf
Sub-Area Total	34.0	30.6	Estimated Totals: Economic Development		266,590 - 333,240 sf
Redevelopment Area					
1	9.2	4.3	Corridor Commercial	0.20-0.25	37,500 - 46,800 sf
2	4.7	1.7	Corridor Commercial	0.20-0.25	14,800 - 18,500 sf
3	12.7	1.3	Corridor Commercial	0.20-0.25	11,300 - 14,100 sf
4	3.2	1.6	Corridor Commercial	0.20-0.25	13,900 - 17,400 sf
5	2.1	0.5	Corridor Commercial	0.20-0.25	4,300 - 5,400 sf
6	1.5	0.5	Corridor Commercial	0.20-0.25	4,300 - 5,400 sf
7	6.8	0	General Commercial	0.20-0.25	0 - 0 sf
Redevelopment Area Total	40.2	9.9	Estimated Totals: Corridor Commercial		86,100 - 107,600 sf

STRAWBERRY PLAINS PLANNING AREA FUTURE LAND USE SUMMARY

The Plan foresees the 114 acre Strawberry Plains Planning Area as a mixed use community. The Planning Area will promote additional employment and recreational opportunities, in addition to protecting 37 acres of critical open space. The future redevelopment plan for Sub-Area 1 should result in the creation of owner-occupied low and moderate income single family housing similar to the successful Crispus Attucks community developed by the Williamsburg Redevelopment and Housing Authority. This plan should accommodate adequate buffering, preservation of woodlands and access to both Strawberry Plains Road. A master plan for the parcels should allow for a greenbelt along the roadway to screen the structures from Strawberry Plains Road. However, the placement of a greenbelt adjacent to the roadway does not alleviate the need to preserve as many trees as possible within the site. The woodlands are necessary to maintain the rural character of the area and to minimize the views of the planned residences from within the College Woods. The plan should also incorporate a small neighborhood park as a centerpiece for this new community.

In order to effectively implement the goals and objectives outlined for this Plan within the context of the City's given supply of vacant' and, it is prudent to recommend that Sub-Area 2 be devoted to mixed use land use. Mixed use is an appropriate designation for this area because it is located within the transitional area between the developing Casey property in James City County to the northwest, and the existing residential area to the south, and because it is adjacent to the Berkeley Middle School. Development on this land also needs to take into consideration its location adjacent to the sensitive College Woods property. The property should be master planned for one or two integrated mixed use projects which would consolidate existing lots, and land should not be rezoned until a suitable development plan has been submitted.

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield	
1	20.8	16.6	Medium Density SF Detached Residential	3-5	50 - 83	du
2	18.8	16.9	Mixed Use	0.20-0.25	147,230 - 184,040	sf
3	37.0	N/A	College Property (Passive Open Space)	N/A	N / A	
Estimated Totals:						
Sub-Area Total	76.6	33.5	Medium Density SF Detached Residential Mixed Use		50 - 83 147,230 - 184,040	du sf

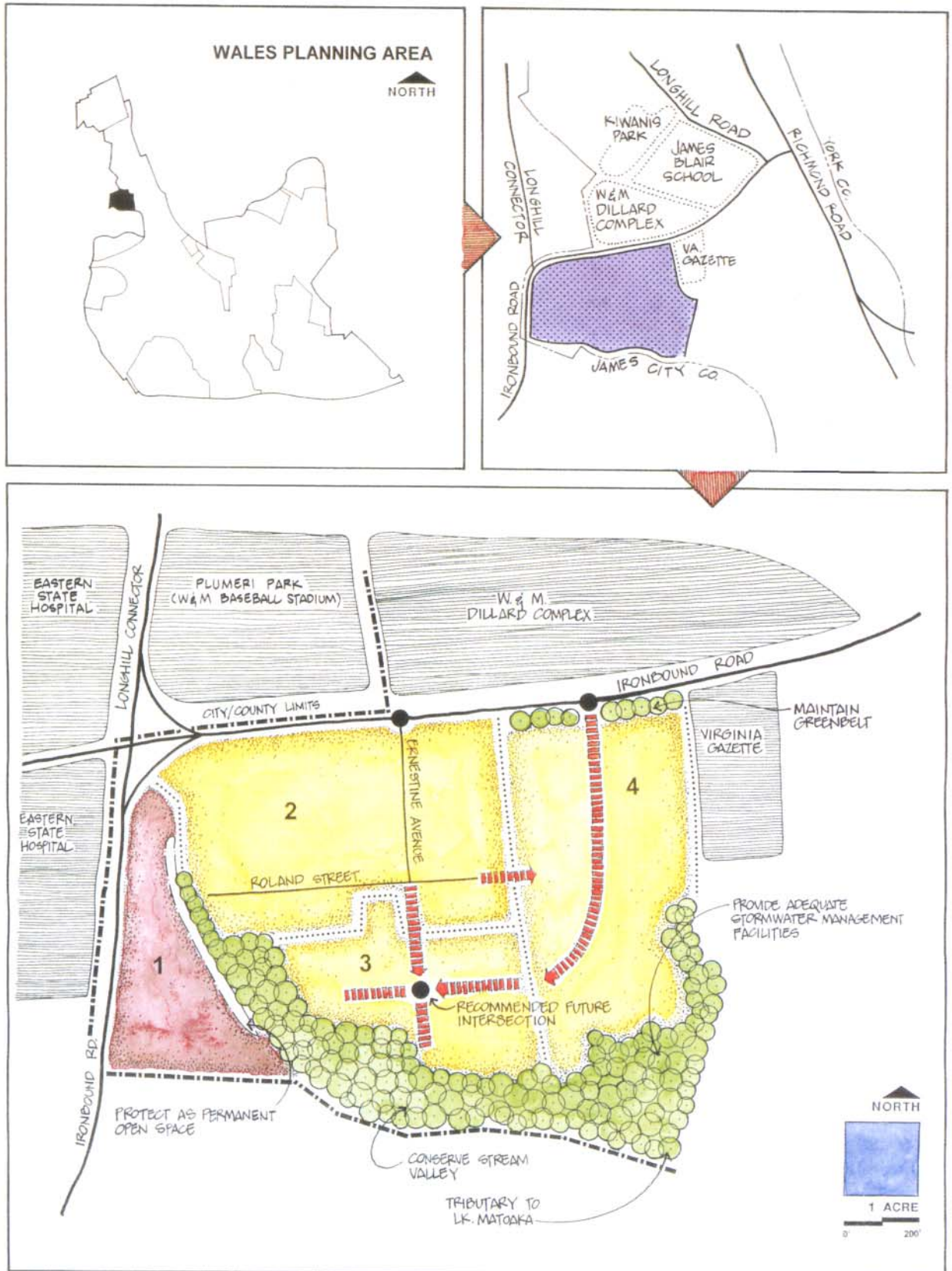


WALES PLANNING AREA FUTURE LAND USE SUMMARY

The Comprehensive Plan envisions the Wales Planning Area as an integrated, mixed-use community which will provide a transition from new mixed use development along Ironbound Road to the single family homes which will border the College Creek tributary. The 3.9 acres of Ironbound Road frontage along the western edge of the Planning Area is recommended for mixed use land use to take advantage of the direct access to the busy corridor and to buffer the adjacent residential property. The existing residential neighborhood in the northern center of the Planning Area is planned for major housing and infrastructure rehabilitation. The vacant land that lies directly south and east of Sub-Area 2 (the Wales Improvement Area) is suitable for development as medium density single family detached residential land use (three to five units per acre). This will promote new, more innovative design strategies than do the traditional low density residential land use districts, and will provide more home ownership opportunities to low and moderate income residents due to the more efficient use of the land than is the case in a lower density development.

In order to realize the planned development pattern, major transportation improvements and sound environmental solutions should be provided by the developers in conjunction with their land use planning and development efforts. The City must play a major role in coordinating these improvements as the development of the affected properties occurs over time.

Sub-Area	Sub-Area Acreage	Net Developable Acreage	Recommended Use	Density	Yield
1	3.9	3.5	Mixed Use	0.20-0.25	30,492 - 38,115 sf
2	10.1	N/A	Medium Density SF Detached Residential	N/A	N / A
3	4.7	3.8	Medium Density SF Detached Residential	3-5	11 - 19 du
4	9.1	7.3	Medium Density SF Detached Residential	3-5	22 - 37 du
Sub-Area Total	27.8	14.6	Estimated Totals: Mixed Use Medium Density SF Detached Residential		30,492 - 38,115 sf 33 - 56 du



ENTRANCE CORRIDORS

The perception of the community character and image of the City of Williamsburg is largely influenced by the impressions one gains while traveling through the outlying community and into the City along one or more of its major entrance corridors. The importance of these entrances has led the City to examine how these particular corridors could be protected and enhanced so that they reflect citizens' aspirations about improving the design, appearance and image of Williamsburg. The eight corridors addressed by the Comprehensive Plan are:

**Richmond Road Monticello
Avenue Jamestown Road
North Henry St./Lafayette St.**

**South Henry Street
Capitol Landing Road
Second Street
York Street**

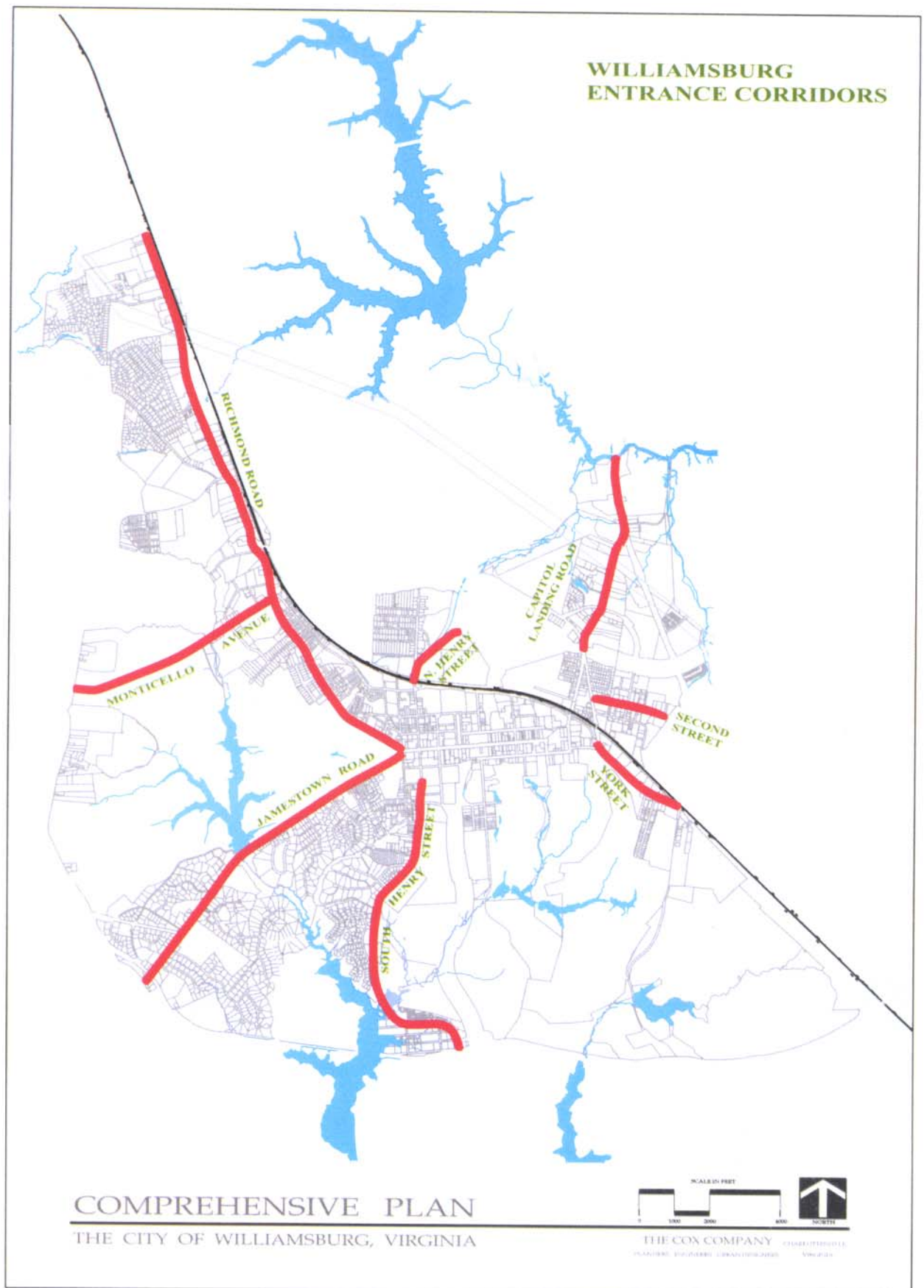
Each of the corridors was selected because of its importance as an entrance to the City of Williamsburg and to the Historic Area. Each connects directly or indirectly with the City Center, contributes significantly to the visual and historic character of the community and serves as a "gateway" to the City. Future improvements should help to relay the "Williamsburg image" to both tourists and residents alike, without sacrificing the rural and historical backdrop that makes the City so special. Thus, great care must be taken to maintain the delicate balance between aesthetic form and function along these important travel routes. The City should attempt to simultaneously upgrade corridor roadway capacities and help local merchants and businesses to provide adequate access to their establishments along these corridors without harming the surrounding environment, including culturally and historically significant viewsheds and streetscapes.

THE GENERAL STRATEGIES AND PLANNING INITIATIVES FOR THE CITY'S MAJOR ENTRANCE CORRIDORS

The following recommended improvements are directly applicable to all eight major entrance corridors in the City:

- a. Consistent landscaping and signage standards should be applied to each corridor*
- b. Utilities should be placed underground.*
- c. The Beautification Advisory Committee should continue to work with private property owners to improve their landscaping, particularly after utility lines are placed underground.*
- d. Improved landscaping needs in the public right-of-way should be identified.*
- e. Improved standards for commercial signage and landscaping should be incorporated into the Zoning Ordinance.*
- f. The City should implement a street tree planting program that could be coordinated with a landscape improvement program by private property owners .*

It is also recommended that the past scope of proposed streetscape improvements planned for the City's corridors be expanded to include a similar degree of attention to improvements to existing and proposed private development along the corridor.



SECTION 7:
HISTORIC AREAS

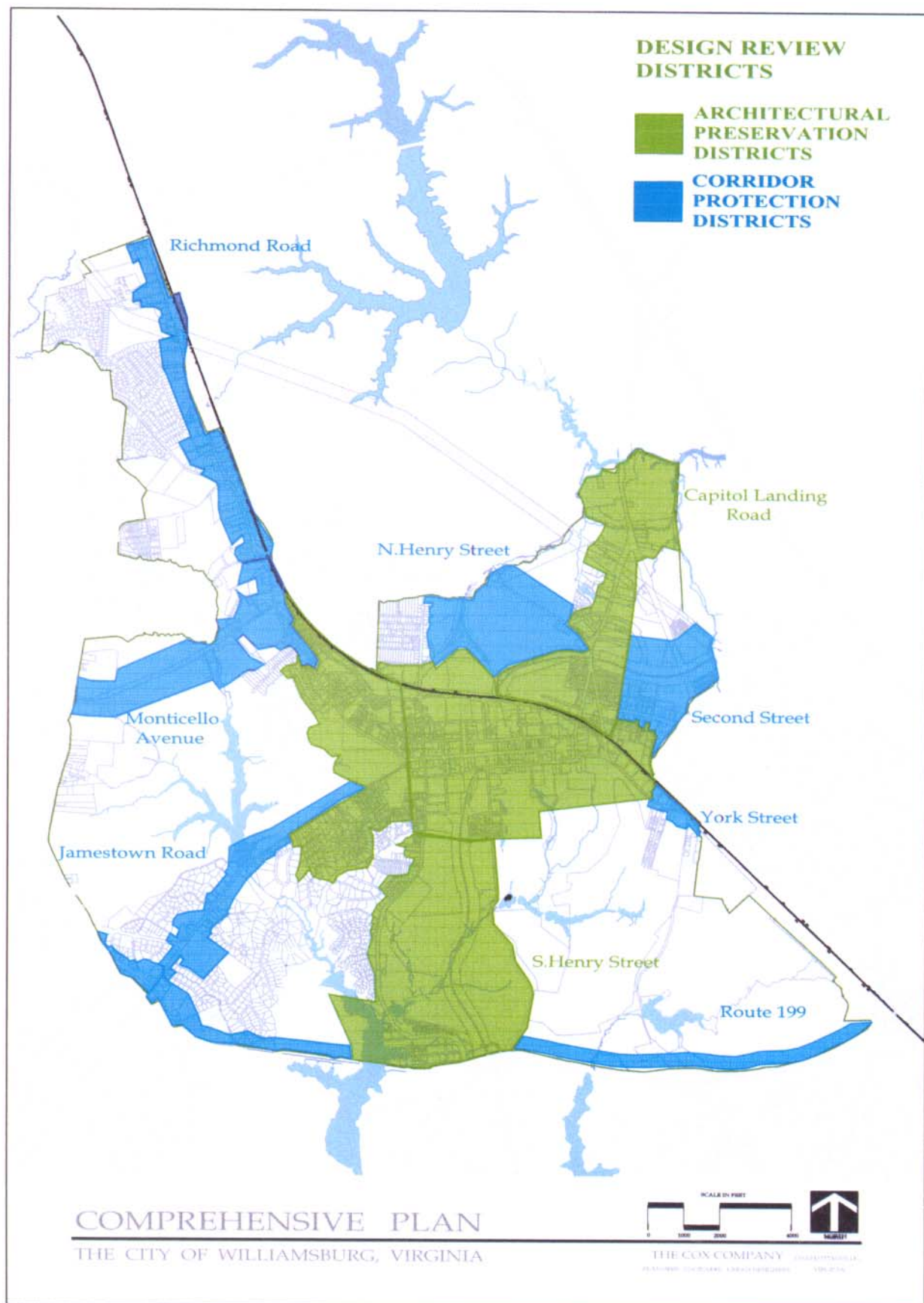
The recognition of the importance of history and historic preservation has strong traditional roots in the City of Williamsburg, which has an international stature as an exemplary planned city. Expressions of public sentiment also support a strong concern for the value of history, beauty and visual quality. Citizens appear willing to support the necessary steps to protect these values in light of present and projected pressures for growth and change.

While many associate Williamsburg's image and history with the restored colonial capital, Merchants Square, the Colonial Parkway and the College of William and Mary, it also is blessed with numerous other individual buildings, neighborhoods and roads that have evolved over time and contribute to a sense of history as well as to the visual character of the community. These include Chandler Court, Pollard Park, Peacock Hill, College Terrace, the 18th Century roads connecting Williamsburg with Capitol Landing and College Landing (both on the National Register of Historic Places) and other historic neighborhoods.

The 1989 Comprehensive Plan proposed the establishment of an Architectural Preservation (AP) District and Corridor Protection (CP) Districts to protect both these historically important areas and the entrance corridors into Williamsburg. These recommendations were implemented with the revision of the City's Zoning Ordinance in 1991, which also established a stronger Architectural Review Board. In the spring of 1994, the City's preservation program was recognized by the Virginia Department of Historic Resources, and Williamsburg became the 13th Certified Local Government in Virginia.

As recommended in the 1989 Comprehensive Plan, the Architectural Review Board adopted Design Review Guidelines in 1993 to assist the Board in reaching fair and objective decisions when reviewing building and sign projects in the AP and CP Districts. Additional refinement is needed in the future for the design guidelines for the AP District, and the Center City Planning Area in particular. A model for this refinement is the Northington Block Design Guidelines, which are much more graphically oriented than the existing guidelines. The results of the City's Corridor Beautification Study and Corridor Design Standards will be incorporated into more detailed design review guidelines for commercial development along the City's major entrance corridors. These guidelines will address appropriate building types, parking lot layouts, site design, landscaping design, street furniture and lighting fixtures for the City's entrance corridors.

As recommended in the 1989 Comprehensive Plan, an implementation process for archaeological preservation was added to the Zoning Ordinance in January 1995. The Planning Commission acts as the archaeological review board, and if significant archaeological resources will be adversely affected by the development project, the Planning Commission may require the modification of the site plan or subdivision plan to avoid the resources. The 1998 Comprehensive Plan recommends expansion of the Archaeological Preservation Districts based on the results of the Archaeological Map Assessment Study.



SECTION 8: **URBAN DESIGN**

The 1998 Comprehensive Plan recognizes that the fruits of quality urban design emerge from satisfying issues related to project feasibility, design continuity and site-specific sensitivities. Within any given real estate orientation and site planning exercise, certain fundamental urban design principles should be carefully tested within this context. These commonly accepted fundamental urban design principles have been used to formulate goals, objectives, specific design guidelines and strategies to be used in an attempt to protect the unique cultural and historical architectural character of Williamsburg. Design guidelines provide a set of fundamental criteria for a community to achieve an identifiable character or image. They are typically based on the area's existing architectural and spatial relationships and the overall aesthetic qualities desired.

URBAN DESIGN PLANNING OBJECTIVES

The guiding principle behind the recommended design review guidelines is to enhance the quality of life for all residents and visitors to the City by preserving the character and desirable aesthetic features of the community. In order to preserve this character, it is necessary to protect significant features from destruction and to insure that new projects in the City do not detract from the identifiable character of the community. New construction projects and substantial renovation projects should respect the scale, materials, massing and setbacks of neighboring buildings and the overall streetscape, and should preserve and enhance the natural features present on the project site and along the street.

URBAN DESIGN PRINCIPLES FOR THE CENTER CITY AREA

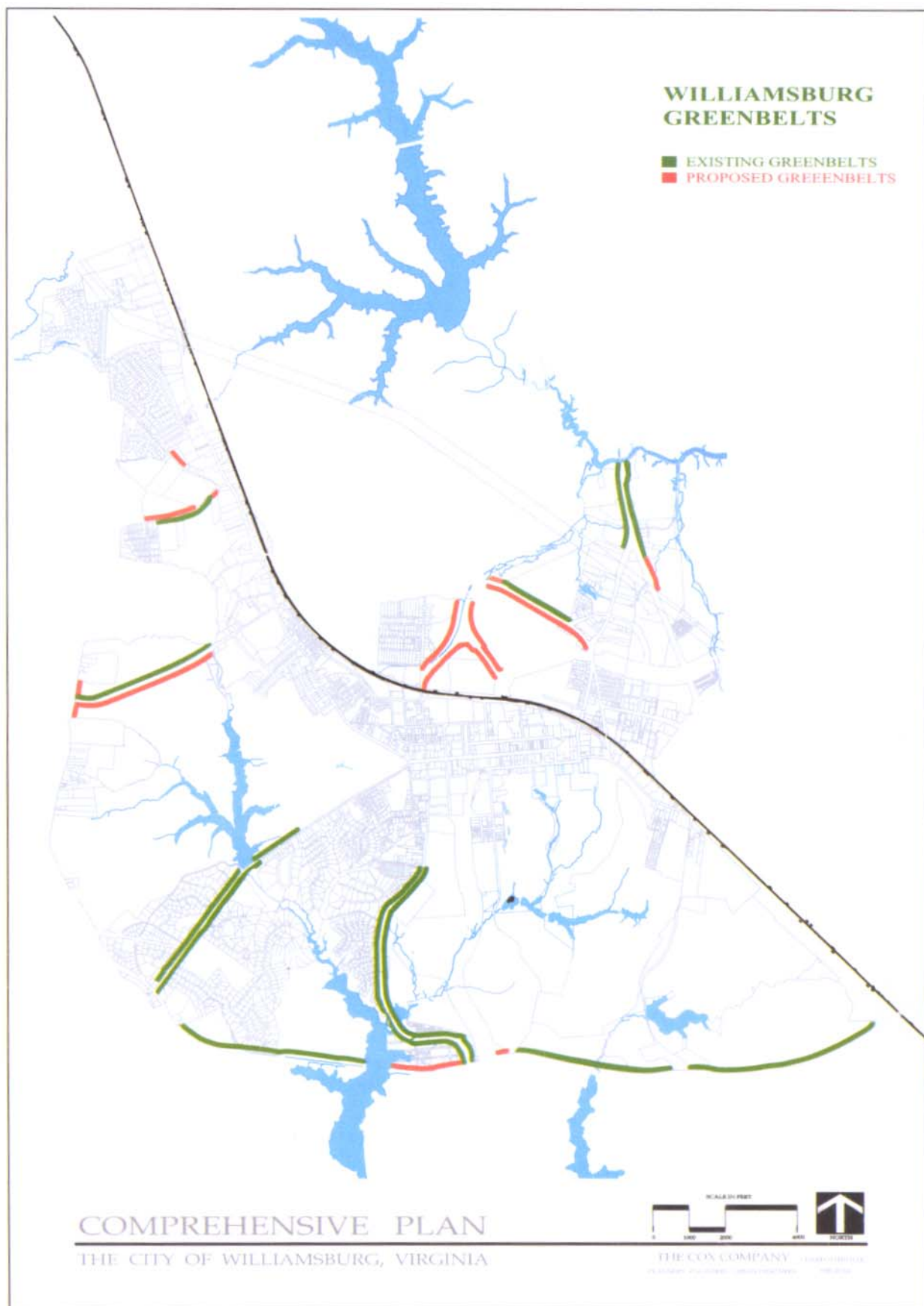
The Urban Design Plan recognizes that the Downtown Core of Williamsburg, having developed within a much different context than that of the entrance corridors and the residential neighborhoods of the City, is truly unique within its local and regional context, and as such, has its own special needs with regard to urban design. Furthermore, segments within the Downtown Area, including Merchants Square, the Northington Block and the Municipal Center Area are unique and require special attention.

URBAN DESIGN PRINCIPLES FOR THE CITY'S MAJOR ENTRANCE CORRIDORS

As is stated in the General Land Use Plan in Chapter 8, the major entrance corridors leading into the City of Williamsburg and to the Downtown Area in particular should be articulated, offering a clear message that one is entering Williamsburg. These entrances should offer a contrasting image from the surrounding commercial corridors and countryside. The corridors connecting the gateways and the Center City should also offer a degree of visual continuity as distinct from their more suburban or rural sectors, thus enhancing the unique image of the City.

GREENBELTS IN THE CITY

Greenbelts in the City are required to be left undisturbed by future development where designated by the Comprehensive Plan. According to the existing City Zoning Ordinance, a greenbelt of at least 50 feet of open space shall be provided along the street line of all roads identified in the Plan, except along Route 199, where a seventy-five foot greenbelt is required.



SECTION 9:
HOUSING

One of the goals of this Plan is to provide opportunities to meet local housing needs within the context of the adopted "vision for Williamsburg." As in most urban communities, large pockets of high density, multifamily housing are counterbalanced by a number of affluent single family neighborhoods. While high-income retirees are drawn to the region for its quality of life, the non-specialized employment demands for low income wage earners within the City places pressure on both the local and regional housing markets to provide for low and moderate cost housing.

The primary objective of the City's housing policy is to bring the distribution of City housing (by housing type) more closely in line with regional housing type and housing distribution relationships. A corollary to this objective is to limit housing expansion in those unit types where current levels are disproportionately high. The later affirms the realization that the City now contains more than its "fair share" of the region's multifamily, high density housing. The following general targets have been established for housing in a fully developed Williamsburg:

- single family housing within the City should exceed 50% of the total housing stock;
- high density, mufti-family housing stock should not increase beyond the 30% level;
- no new mufti-family housing projects should be developed and there should be no net increase in the City's mufti-family housing stock; and
- to offset the objective of no increase in high density units, new programs and initiatives should be established to make medium density attached and detached housing more affordable to a greater percentage of citizens in the local work force.

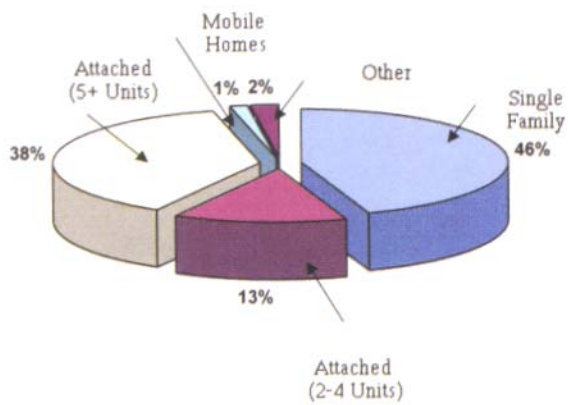
If this model is realized, single family housing will represent 65% of the City housing stock by 2020 as compared to a pro-rata of 46% today. This increase makes significant strides towards the regional single family average of 73% and the State average of 70%. Further, based on the Future Land Use Plan, residential areas have been mapped for only the detached and attached residential categories in order to accommodate future City housing growth. No areas have been allocated for High Density Mufti-family Housing. Even with a zero allotment to mufti-family units, there will remain a 32% ratio of high density housing at full development, representing a decrease of only 5% from its current totals.

Future Residential Allocation and Existing Housing

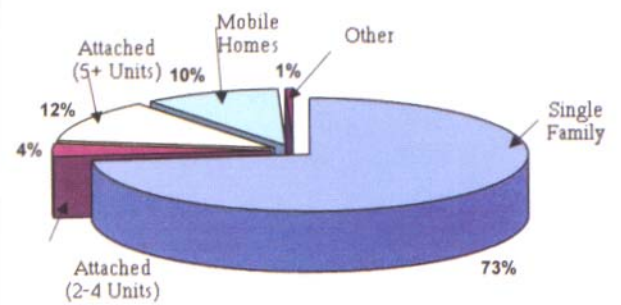
RESIDENTIAL LAND USE USE CLASSIFICATION	EXISTING ALLOCATION 1995 ESTIMATE	% OF TOTAL	FUTURE LAND PLAN ALLOCATION	% OF TOTAL	FULL DEVELOPMENT POTENTIAL	% OF TOTAL
Low Density SF Detached Residential	671	16%	162 - 484	34%	833 - 1,155	21%
Medium Density SF Detached Residential	1,245	30%	116 - 194	37%	1,361 - 1,439	33%
Medium Density SF Attached Residential	540	13%	196 - 248	29%	736 - 788	16%
High Density Multifamily Residential	1,513	37%	0 - 0	0%	1,513 - 1,513	30%
Other (Mobile Homes)	117	0%	0 - 0	0%	117 - 117	0%
Full Development Residential Land Use	4,086	100%	474 - 926	100%	4,560 - 5,012	100%

Comparative Housing Stock:
Williamsburg and the Region

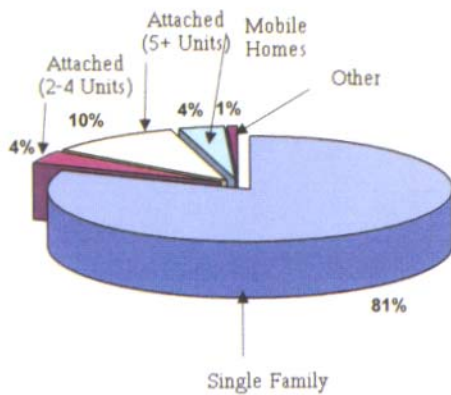
Williamsburg



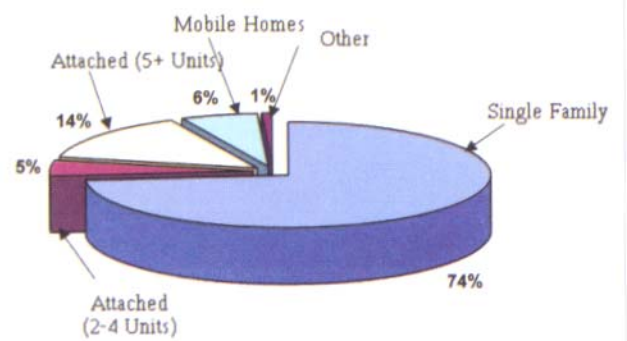
James City County



York County



Region



SECTION 10:
ECONOMIC DEVELOPMENT

The 1998 Comprehensive Plan marks the City's first effort to fully integrate economic development planning with the balance of its comprehensive planning objectives. Economic policy should be an "umbrella" under which the ultimate future land use program for Williamsburg is structured, establishing a proactive leadership role for the City government, as opposed to a reactionary role. The economic development goals place a major priority on the continued recognition and enhancement of the City's tourism base while pointing towards a gradual expansion of its non-tourism economy.

Williamsburg's strong economic base is and will continue to be dominated by the retail and service trade sectors, with an overwhelming emphasis on tourism-based employment. Demographic influences underscore the long-predicted trend that the City's share of the regional population growth and retail expansion is and will continue to decrease. While Williamsburg "captured" over nine percent of the region's growth during the Seventies, this share has dropped to 3.7% over the past five years.

The retail, service and government sectors account for nine out of every ten jobs within Williamsburg. Retail trade (heavily weighted towards tourism) constitutes 30.7% of the City's job base, approximately 50% of which is restaurant oriented. During the Nineties, retail trade has realized a 21.4% increase. The service economy makes up 40.8% of today's employment, 38% of which is lodging. This represents a 14.3% decrease in employment levels of the past six years. Government (local, state and federal) creates one out of every five jobs, but has seen a 14.9% decrease in Nineties. Conventional industrial, manufacturing and related economic development employment within the City is virtually non-existent.

While employment levels have actually declined slightly (-6.6%) since 1990, growth in employment over the 12 year period between 1984-1996 has been exceptionally strong. Williamsburg's employment base has increased by 44.6% while James City County and York County have increased by 74.2% and 57.1%, respectively. During this same period, the national average has increased by only 20%. Employment estimates for 1996 indicate that the City's economy provides 16,189 jobs, a figure well in excess of its current population.

While the City's retail sales remain comparatively strong, its market share has fallen over the past decade. In 1985, Williamsburg retail base accounted for approximately 40% of the region's sales. That share has now diminished to 29% in 1995 while York County has picked up six percentage points. During the same period, the City's share of the total regional population dropped three points to 11%, while York County's population share remained relatively constant. Due to its strength in tourism, the region still remains one of the strongest in the State in per capita sales volumes, with \$10,470 per capita as compared to \$7870 per capita for the State average. In 1995, Williamsburg's per capita sales were \$27,376, the highest of any Virginia jurisdiction.

GOALS AND OBJECTIVES FOR ECONOMIC DEVELOPMENT

Primary Goal for Economic Development

Support and promote Williamsburg's existing tourism base while exploring other economic development opportunities for expanded employment and revenue base throughout the City.

Supporting Goals for Economic Development

- A. Support and work with existing businesses and property owners to ensure the continued viability of the City's tourism-oriented commercial areas and other existing retail development.
- B. Identify areas suitable for redevelopment, particularly along the City's major entrance corridors, and develop specific strategies on a site-by-site basis to encourage such redevelopment.
- C. Identify areas suitable for new economic development, with an emphasis on longterm planning opportunities for corporate headquarters and research and development facilities.
- D. Encourage non-tourist related retail and service development in appropriate Planning Areas in order to diversify the City's economic base.
- E. Cooperate with and participate in regional efforts to advance tourism goals and objectives within the "Historic Triangle."

IMPLEMENTATION

Implementation of the Economic Development goals, objectives and policies affirms the need for a central administrative functionary within City government to carry out the pro-active tasks imposed by the expanded economic development responsibilities adopted into this Plan. A highly visible and more clearly defined office for economic development should coordinate private sector inquiries for new and expanded business, undertake pro-active measures to cultivate and retain existing enterprise, coordinate with Chamber of Commerce public relations activities, serve as a clearinghouse for governmental and educational programs, and assist City officials and other agencies in land use planning and capital facilities programming for economic development.

LAND USE IMPLICATIONS

In response to demand pressures and policy initiatives, the supply of land with economic development potentials must be carefully weighed and balanced to ensure the optimal mix of uses. The Future Land Use Plan allocates a total of 288 net developable acres for economic development, office, general retail, tourism retail and other employment-generating uses. However, when these Future Land Use Plan allocations are adjusted downward to account for market availability, a reasonable range for "supply" would be 43 to 144 acres. In comparison, the demand analysis has shown that roughly 60 to 92 acres will be required to serve the City's economic development needs during the 1996-2015 period. By adjusting the "pure" demand figure upward to account for "free market play," the perceived demand within the marketplace could be estimated to be as high as 200 to 300 acres.

SECTION 11: **UTILITIES**

WATER

The primary raw water source for the City at present is the Waller Mill Reservoir, located northwest of the City in York County. With a surface area of 308 acres, the Waller Mill Reservoir has a capacity of 1.5 billion gallons. The reservoir has an approved safe yield of 3.0 mgd (million gallons per day). In addition to the Waller Mill Reservoir, the City has a well adjacent to the reservoir with a rated yield of 500 gpm (gallons per minute). These City water sources are supplemented by the City of Newport News system. The raw water from both the Williamsburg and Newport News systems is purified at the City's water treatment plant which is adjacent to the Waller Mill Reservoir. The plant is certified to treat up to 6.5 mgd.



The Regional Raw Water Study Group (RRWSG), a multi-jurisdictional team formed in 1987 to identify a long term water source for the region, estimates that the daily amount of water demanded by City residents will increase by sixty-three percent from 1990 levels by the year 2040. Because of this fact, the City should continue to be an active participant in the search for regional solutions to water supply and water quality protection issues. The City's active membership in the Hampton Roads Water Efficiency Team (HRWET) and other regional partnerships represents its commitment to finding feasible solutions to these types of issues that will benefit all residents of the Hampton Roads region.

SANITARY SEWERAGE

The Williamsburg Sanitary Sewerage System consists of sewer mains and pumping stations which carry wastewater to a regional treatment plant. The existing system contains a variety of gravity and force mains due to the City's variable topography. Williamsburg's approach has been to use gravity lines

where possible to collect sewage at a series of major pump stations. This system eventually flows through the Hampton Roads Sanitation District Commission (HRSDC) conveyance system.

While it appears that the HRSDC system is capable of handling current and projected sewerage over the planning period, the City must continue to upgrade the existing collection system and plan for the optimal expansion of privately-developed service lines. With the continued infill of developed commercial and residential areas, the City must also be careful not to overload existing lines, which are quite old in many instances. In the undeveloped parts of the City, the general approach to future sewerage expansion is to utilize gravity lines to the extent possible for conveyance to major City operated pump stations. A major emphasis of the City's utility planning should also be to extend public water and sewer service to the small portion of existing residences not currently served.

STORMWATER MANAGEMENT

The City adopted a Comprehensive Stormwater Management Plan in 1996 which defines the City's new comprehensive approach to managing stormwater runoff in order to maintain the environmental balance of the Region. The purpose of this plan is to provide a comprehensive and unified framework for stormwater management which follows the Comprehensive Plan, complies with all regulations and includes a Capital Improvement Program that will benefit the entire City. A key component of the plan is that it addresses both water quantity and water quality issues, as well as offering detailed recommendations regarding the proper implementation of Best Management Practices (BMPs) useful in protecting the environment from the impact of future development. The following five major concepts stand out as the most critical and comprehensive elements of the recommended stormwater management strategies:

1. Foster a regional stormwater approach going forward emphasizing regional BMPs over small, on-site facilities in an attempt to protect water quality.
2. Introduce a system in which BMP credits from regional facilities are available to participating developers.
3. Implement a new Stormwater Management Facility Inspection Program.
4. Introduce a Stormwater Management Ordinance to aid in the implementation of the strategies recommended in the Stormwater Management Plan.
5. Introduce a New Zoning District (the Waller Mill Drainage Overlay) to protect the City's major raw water source.

SOLID WASTE MANAGEMENT

The Virginia Peninsula Public Service Authority (VPPSA) handles solid waste and refuse for the entire Peninsula. Garbage is collected door to door in the City by a contracted private firm and is transported by truck to the regional landfill in Hampton. The City has also initiated a recycling program for residential use, which includes curbside pick-up of glass, aluminum and paper.

SECTION 12:
TRANSPORTATION

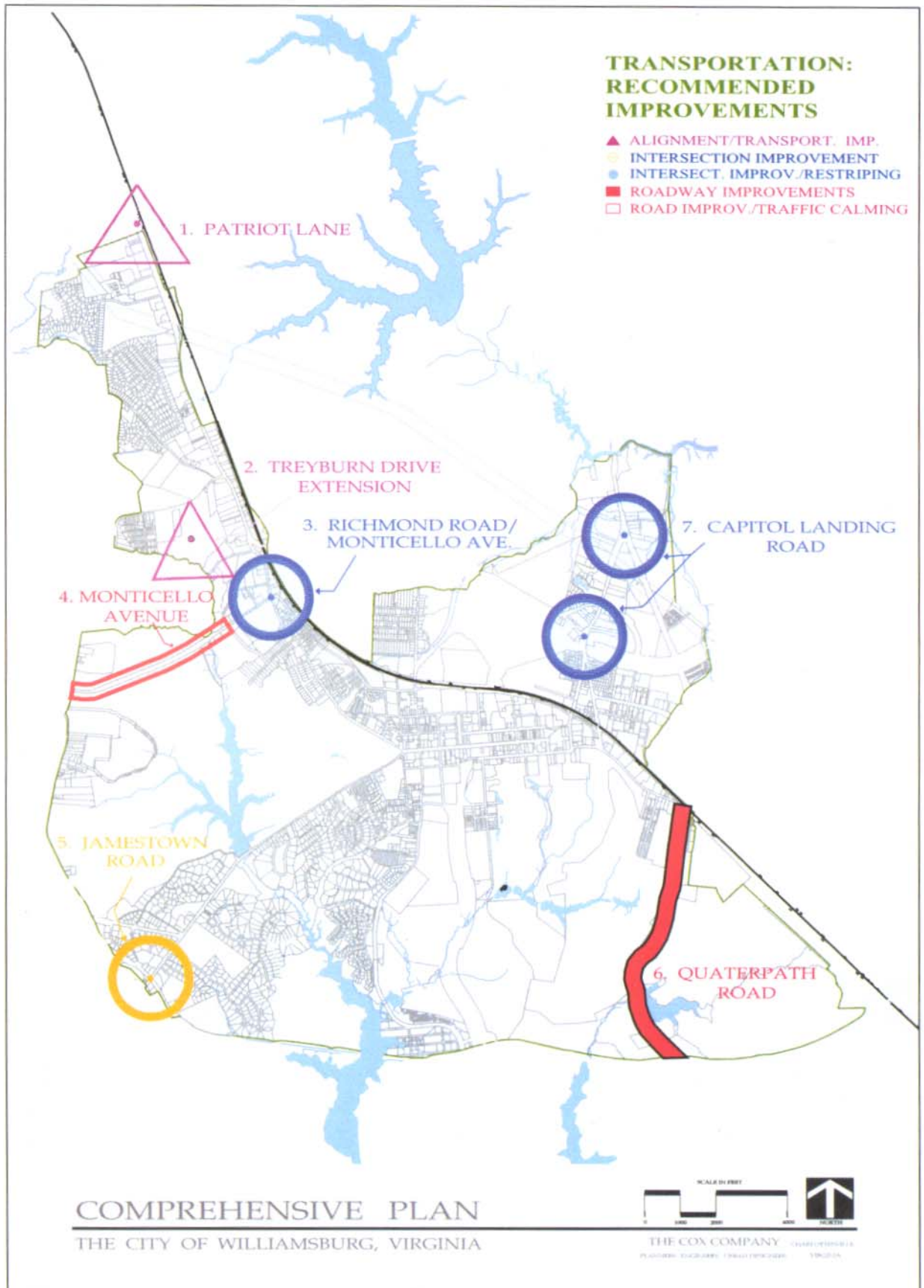
The City's transportation plan, while encompassing a variety of modes, places the dominant emphasis on planning for major thoroughfares. The goal of developing an efficient street system, consisting of a few major thoroughfares designed to carry the majority of traffic, has been an essential element of planning for Williamsburg since the earliest planning efforts. An added benefit of efficient handling of traffic on major thoroughfares is the ability to free local streets from the objectionable aspects of heavy traffic.

A number of traffic improvements are recommended to achieve the most desired balance between street capacity, operating efficiency and environmental impact. Major recommended improvements include the widening of Richmond Road to four travel lanes between Monticello Avenue and New Hope Road, the construction of the Treyburn Drive extension between Monticello Avenue and Ironbound Road, and the reservation of land for the extension of Bypass Road to Treyburn Drive if it is needed in the future.

The transportation plan also offers a series of individual projects for upgrades and new facilities which respond to existing transportation deficiencies as well as traffic demands generated by (a) the Future Land Use Plan, (b) regional traffic growth which will impact the Williamsburg road network, and (c) existing development within the City. One of the initial tasks in this process was an evaluation of the City's existing transportation system. This analysis was conducted by examining the transportation characteristics of each Planning Area and Corridor. Where apparent conflicts and deficiencies were observed, these were categorized and field reviewed based on their "transportation fundamentals," including preliminary considerations such as existing roadway geometry, pavement characteristics, current traffic volumes, capacity characteristics as well other inherent design deficiencies related their physical setting and functional performance expectations.

Seven significant transportation improvement projects which respond to significant "problems and opportunities" were identified during the planning process. As listed below, each project embraces a unique combination of transportation issues within the particular Planning Area or Corridor.

Recommended Improvement Area	Planning Area	Recommended Improvement
1. PATRIOT LANE	Patriot	Alignment/ Transportation Improvement
2. TREYBURN DRIVE EXTENSION	Richmond Road	Alignment/ Transportation Improvements
3. RICHMOND ROAD/ MONTICELLO AVENUE	Richmond Road	Intersection Improvement/ Restriping
4. MONTICELLO AVENUE	Courthouse	Roadway Improvements /Traffic Calming
5. JAMESTOWN ROAD CORRIDOR	Center City	Intersection Improvements
6. QUARTERPATH ROAD	CWF	Roadway Improvement
7. CAPITOL LANDING ROAD	Capitol Landing	Intersection Improvements and Restriping



OTHER TRANSPORTATION SYSTEMS

Highways and streets are not the only conduits of transportation in Williamsburg, even though they are given the major emphasis in this Plan. Mass transit, bicycle facilities and pedestrian facilities are also important and viable modes of travel within the City of Williamsburg, while passenger air and rail provide alternative regional travel service.

MASS TRANSIT A comprehensive approach should be developed to serve the mass transit demands of the City of Williamsburg in coordination with James City County, York County, Colonial Williamsburg and the College of William and Mary.

TRANSPORTATION CENTER The Williamsburg Transportation Center is located at the northern terminal of North Boundary and Armistead Streets. This facility functions as a central terminal for Amtrak and the Greyhound and Trailways bus lines. The Transportation Center is conveniently located to both Colonial Williamsburg and the College of William and Mary, and should be maintained at the present location. The potential to add a light rail stop at the Transportation Center would be consistent with the goals and objectives of both the City's Transportation Plan and the Center City Planning Area Future Land Use Plan.

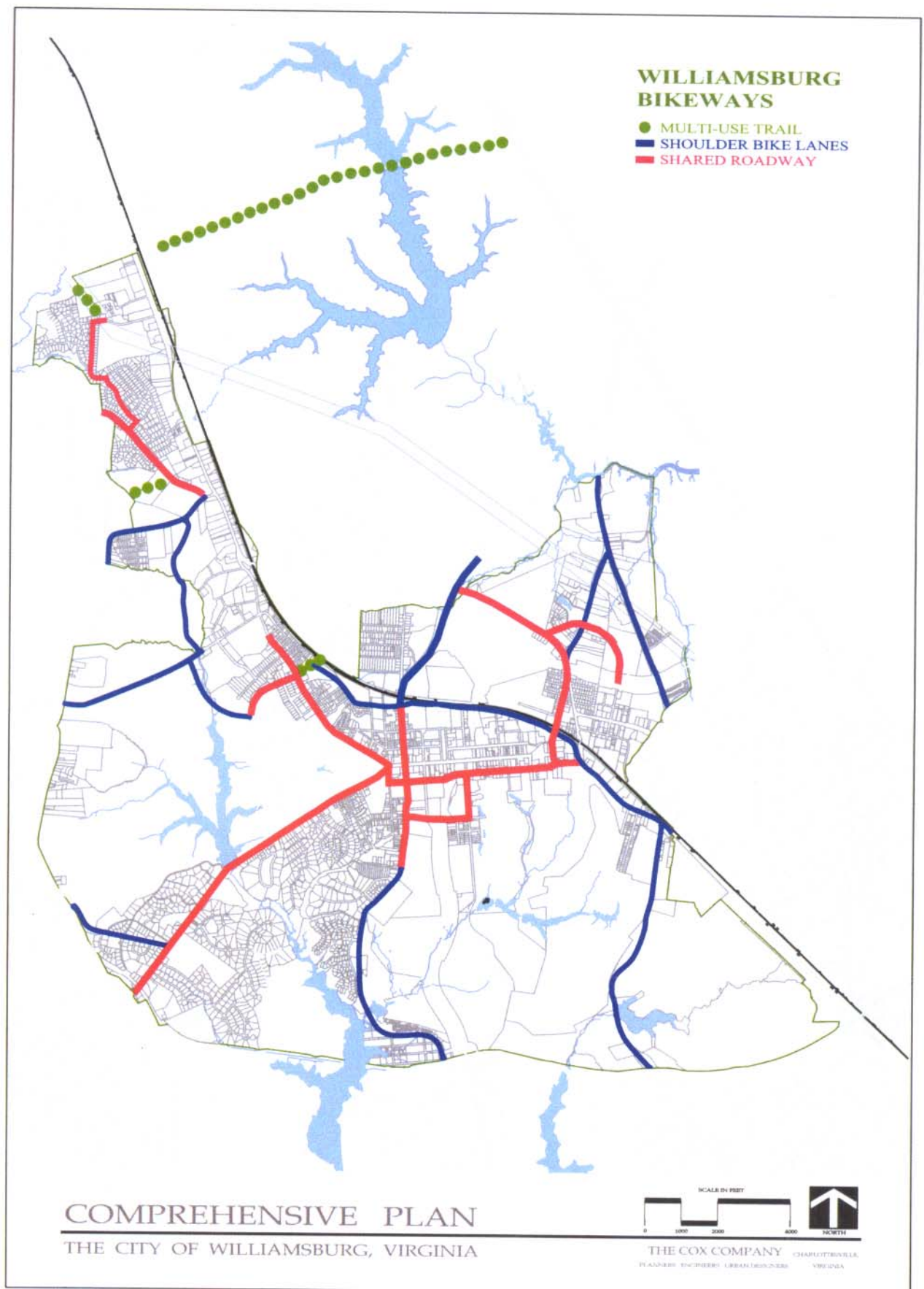
BIKEWAYS The continued expansion of the proposed 200 mile Regional Bikeway System will allow bicycles to assume a more important role in the overall transportation system as bikeways are connected into a comprehensive system. Pedestrian facilities are also important, and adequate sidewalks should be required for new development while gaps in the existing system are eliminated. The following three types of bikeways have been incorporated into the Regional Bikeway Plan:

- **Multi-Use Trails** are constructed physically separate from the highway.
- **Shoulder Bike Lanes** are constructed adjacent to traffic lanes and are generally delineated by pavement markings.
- **Shared Roadways** are travel lanes that are shared by all users of the roadway.

These facilities are graphically exhibited in the adopted Regional Bikeway Plan, and the Williamsburg Bikeways are shown on the map presented on the following page.

PEDESTRIAN FACILITIES Over the past 10 years, the City has filled in many gaps in the sidewalk system. There are still areas that need sidewalk improvements, and these include both developed and undeveloped areas. It is the City's responsibility to retrofit existing developed areas with sidewalks, but it should be the developer's responsibility within undeveloped areas planned for future development. In addition, major street projects should include sidewalk facilities whenever possible.

AIRPORTS Two airports now serve the immediate Williamsburg Area-the Williamsburg-Jamestown Airport, located in James City County and the Newport News/ Williamsburg International Airport, located in Newport News. The Williamsburg-Jamestown Airport, located southwest of the City, is a privately owned facility which does not offer any commercial passenger or freight services but does offer facilities for owners of private and business aircraft.



SECTION 13:
OPEN SPACE AND RECREATION

An important element of the City's character is the system of greenbelts and open spaces which are planned to maintain the character of the natural environment. The City should continue to actively investigate and pursue opportunities to acquire open space, as has been done most recently by the purchase of the remaining 160 acres of the proposed Holly Hills subdivision and by the land exchange with the College of William and Mary resulting in the City obtaining 37 acres of sensitive environmental area adjacent to Papermill Creek. In addition to the greenbelts and open space, the City maintains a large number of public parks and recreational facilities. As the City continues to grow, the demand for active and passive recreational areas will increase proportionately.

PLANNED IMPROVEMENTS

Passive Parks

1. Capitol Landing Park

A portion of the Capitol Landing site on Queens Creek should be acquired to preserve the historic site of one of the City's two colonial ports.

2. College Creek Nature Area

A 45 acre site bordered by South Henry Street, Route 199 and College Creek, should be acquired.

3. College Creek Conservation Area

This conservation area, which was acquired by the City in 1996, covers slightly less than 120 acres and should remain undeveloped and preserved in its natural wooded state, to serve as a viewshed and as a place of quiet enjoyment.

4. Papermill Creek Park

This 50 acre park will have at its core the 37 acres acquired from the College of William and Mary, and will also incorporate the Papermill Creek wetlands and the former Great Neck Picnic Area. Trails will be developed across Papermill Creek, connecting to the land to be acquired from the College, and marsh overlooks will be built.

Active Parks

1. Merrimac Trail Area Park

The Merrimac Trail area has one of the highest concentrations of multi-family dwellings in the City, and the provision of a park for this area has long been a Comprehensive Plan goal. There are no specific sites recommended for such a park, but the most likely location is along the stretch of Capitol Landing Road from Merrimac Trail to Queens Creek.

2. Quarterpath Park

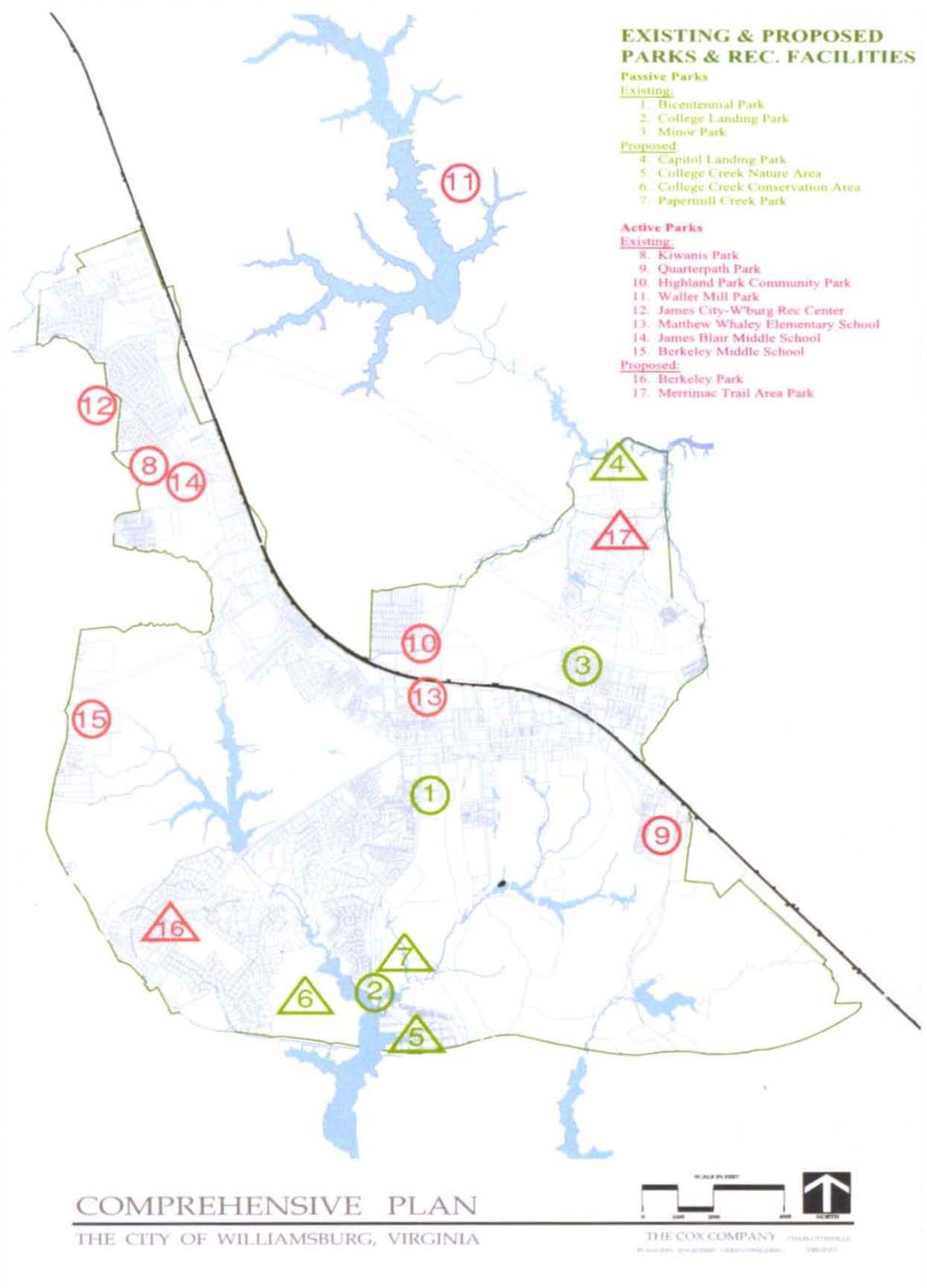
An expansion of the Gymnasium is needed to accommodate anticipated space demands.

3. Berkeley Park

Berkeley Park is presently used for passive open space and should be improved as a small active park serving the surrounding neighborhoods.

4. Waller Mill Park

This park serves both City and regional recreational needs. To better serve identified needs, park operations should be expanded year round on an abbreviated winter schedule.



SECTION 14:
COMMUNITY SERVICES FACILITIES

THE MUNICIPAL CENTER

With the relocation of the Williamsburg/James City County Courthouse to a site on the periphery of the City on Monticello Avenue extended, the majority of the City's governmental functions will be located in the Municipal Center. The Municipal Center contains the Municipal Building, Stryker Building (City Council Chamber), the Library, Police Station, Fire Station, Transportation Center, Public Works Maintenance Center and Post Office.

The City has devoted a major planning effort for the redevelopment and improvement of the City's Municipal Center, anchored by the expanded Williamsburg Library. The centerpiece of the Municipal Center area will be a major public open space that includes the Northington Green and the Library Plaza. Over 300 parking spaces will be provided for the two block area, including 150 spaces in the two level Northington Parking Terrace. Space will be provided for private development opportunities adjacent to the Northington Green, and zoning changes will encourage private redevelopment in the Northington Block abutting the Municipal Center.

COMMUNITY SERVICES FACILITIES OUTSIDE THE MUNICIPAL CENTER

Although the vast majority of the City's most prominent community services facilities are located in the Municipal Center, several facilities are located elsewhere throughout the City. These include City owned facilities such as Cedar Grove Cemetery, jointly operated facilities such as the Williamsburg /James City County Courthouse, Regional Jail and Olde Towne Medical Center and facilities that are operated by other organizations, such as the Williamsburg Community Hospital.

EDUCATION

Public Schools

Williamsburg and James City County jointly operate the Williamsburg-James City County Public Schools. six elementary schools, (Clara Byrd Baker, Rawls Byrd, James River, D.J. Montague, Norge, and Matthew Whaley); three middle schools (Berkeley, James Blair, and Toano); and two high schools (Jamestown and Lafayette). Three of these schools are located in the City.

Private Schools

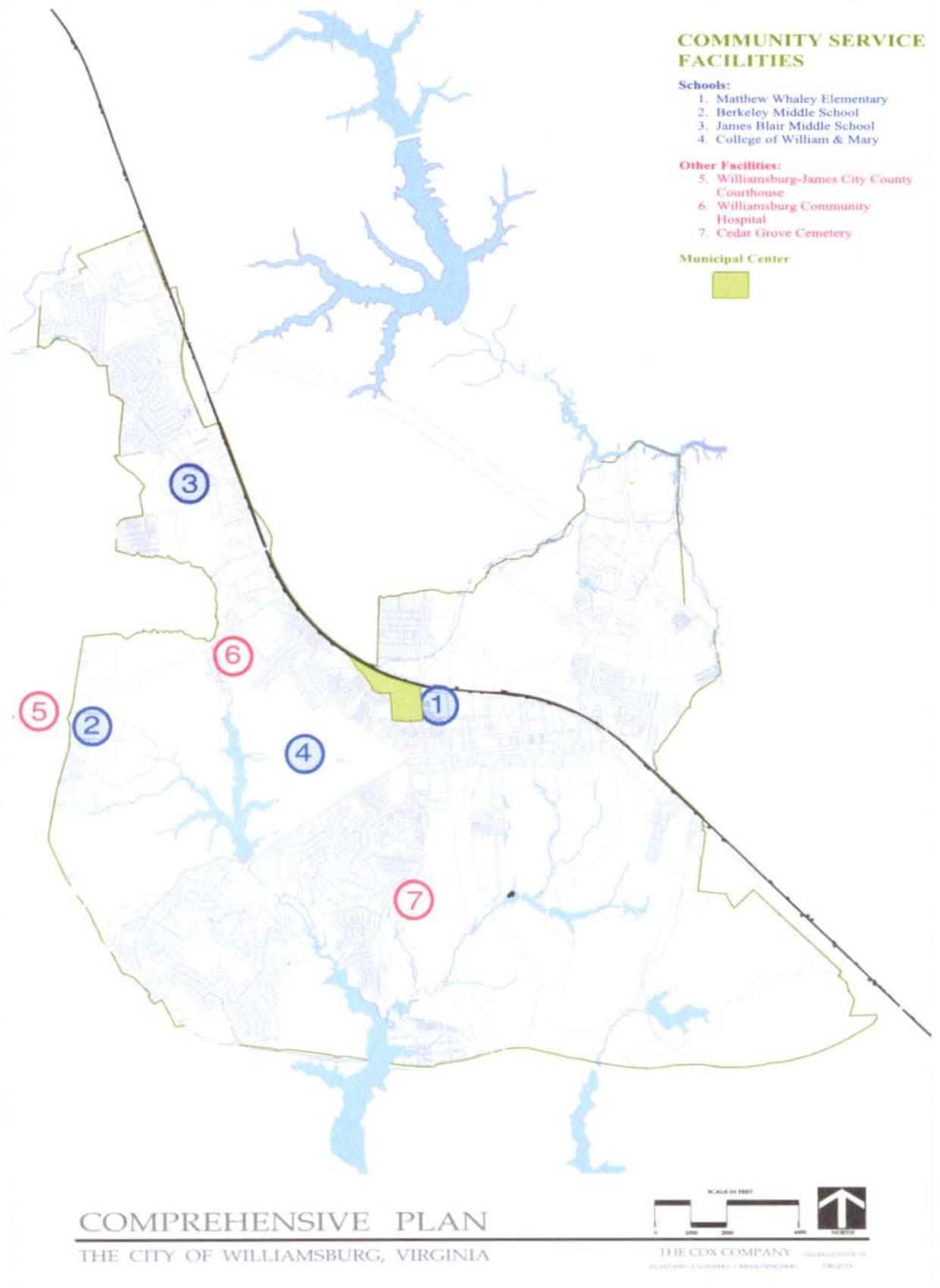
Williamsburg has two private schools, Walsingham Academy and Williamsburg Christian Academy.

Thomas Nelson Community College

Thomas Nelson Community College (TNCC), located in Hampton adjacent to Interstate 64, is a two-year institution of higher education established as a part of a statewide system of community colleges. The City supports the expansion of TNCC to a second campus for the Williamsburg area.

College of William and Mary

The College of William and Mary is one of the nation's premier state-assisted liberal arts universities, and maintains an enrollment of 7,700 students.



SECTION 15:
IMPLEMENTATION

With respect to implementation requirements, growth management techniques should be carried out in order to more creatively enact the objectives of the 1998 Comprehensive Plan. The planning policies and growth management techniques recommended should be structured to promote increased accountability by the private sector in the implementation of private development activities. The Plan recommends specific refinements to existing zoning and subdivision controls, as well as urban design standards to preserve and enhance the City's character. Initiatives for housing, economic development, interjurisdictional cooperation, and capital improvement programming are also recommended.

ZONING ORDINANCE RECOMMENDATIONS

The City's Zoning Ordinance was initially adopted in 1947, was revised in 1966 and was revised again in 1991 to implement the recommendations of the 1989 Comprehensive Plan. There are numerous changes to the Zoning Ordinance that are necessary to implement the goals and strategies of the 1998 Comprehensive Plan, including:

- Creation of a new medium density RS-3 Single Family Dwelling District to allow for the development of more affordable housing.
- Creation of two new office districts, LB-3 Limited Business Residential and LB-4 Limited Business Corridor, for office uses in the Center City, Midtown and outlying areas.
- Creation of two new mixed use districts: LB-1 Limited Business Downtown for the area around the Northington Block; and LB-2 Limited Business Neighborhood, for portions of the Midtown, Strawberry Plains and Wales Planning Areas.
- Creation of a new ED Economic Development District, to accommodate primarily non-retail employment uses in a master planned "campus" setting. Uses allowed should include corporate headquarters, high-technology offices, research and/or light assembly centers, master planned mixed use employment centers with offices as the dominant use, master planned shopping centers oriented to the local market, a multi-screen cinema or a regional conference center and hotel.
- Updating the sign regulations, site plan standards, and landscaping standards.
- Adopting approved architectural guidelines for the Center City area and entrance corridors.
- Adopting standards for traffic impact studies.
- Rezone areas in the City to comply with the Plan's future land use recommendations.

SUBDIVISION ORDINANCE

The City's Subdivision Ordinance has not had a major revision since 1958. The sections relating to "required subdivision improvements," "subdivision design standards" and plat and plan requirements could stand significant updates. The ordinance should incorporate greater detail on design standards for both public and private streets as well as conditions relating to when other public improvements (such as sidewalks and curb and gutter) would be required.

OFFICIAL MAP

If the City is to strengthen its posture in planning for (and reserving) rights-of-way for future public roads, infrastructure and facilities as well as improving the existing street network and community facilities, an Official Map should be prepared. The Official Map is a means by which proposed roads and infrastructure may be mapped and the rights-of-way and easements reserved for future acquisition.

HOUSING

Low and Moderate Income Housing

Williamsburg has worked over the years to provide increased low and moderate housing opportunities. The Williamsburg Redevelopment and Housing Authority (WRHA) was established in 1970, and has developed a total of 19 single family lots and 104 subsidized rental units. In addition to WRHA activities, the City has been a partner with Housing Partnerships, Inc. in the rehabilitation of the Wales Subdivision (Sub-Area 1 of the Wales Planning Area). The City contributed to Housing Partnerships, Inc. over a three year period for housing rehabilitation, and secured a Community Development Block Grant for infrastructure improvements in the neighborhood. This could serve as a model for future housing rehabilitation projects in eligible neighborhoods.

Through the analysis of the Planning Areas and the development of the Housing chapter, additional needs and opportunities for low and moderate income housing have been identified. Three areas have been targeted for development of owner-occupied low and moderate income single family detached housing similar in character to the Crispus Attucks subdivision: Sub-Areas 2, 3 and 4 in the Wales Planning Area; Sub-Area 1 in the Strawberry Plains Planning Area; and Sub-Area 12 in the Colonial Williamsburg Foundation Planning Area. There are opportunities in all of these areas for involvement of the WRHA and/or Housing Partnerships, Incorporated in the development, redevelopment and renovation of low and moderate income housing stock.

ECONOMIC DEVELOPMENT

The Economic Development chapter contains a detailed list of activities and initiatives to implement the primary goal for economic development, which is to "support and promote Williamsburg's existing tourism base while exploring other economic development opportunities for expanded employment and revenue base throughout the City."

INTER-JURISDICTIONAL COOPERATION

The concept of "regionalism" in planning is widely promoted within the City and surrounding jurisdictions. Regional approaches to schools, libraries, parks and recreation programs have been successfully orchestrated and implemented by and between the three locales. In the coming years interjurisdictional cooperation will need to focus more intensively on environmental and transportation issues.

CAPITAL IMPROVEMENT PLAN

Capital Improvements are new or expanded physical facilities for the community that are of relatively large size, are relatively expensive and are permanent in nature. Examples relating to the Comprehensive Plan recommendations are street improvements, public buildings and park improvements. Capital Improvements are accounted for in the City budget in either the Sales Tax Fund for general improvements, or the Utility Capital Improvement Fund for water and sewer related projects.

The City's Five Year Capital Improvement Plan is reviewed by both Planning Commission and City Council annually, and is adopted by City Council as a part of the City's annual budget. The Comprehensive Plan should be consulted annually by the City Council and the City Manager in the development of the Capital Improvements Program.

